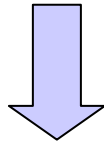


Magazine Customer Order (Shop Save) - Quick Guide for Retailers

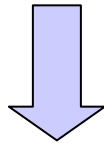
Just ask!

1 Customer orders a shop save



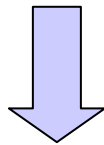
- 1) Ask your customer to complete an order form
 - 2) Explain your Terms and Conditions and collection procedures
 - 3) Collect any deposit
 - 4) Place order with your wholesaler and confirm when first issue will take effect
 - 5) Confirm arrival details of commencing issue to customer
- TIP- To help protect your supply notify your wholesaler that this is a reserved copy*

2 Set up a customer account



- 1) Complete Customer Order, Name, Address, contact details from order form and identify as a Shop Save Account
 - 2) Transfer order to your Newsagent ordering system and flag as a shop save
 - 3) Record order transaction and payment history including deposit
 - 4) Note holidays and any other circumstances where collection may be affected
 - 5) Set up customer folder
- TIP- Consider adapting your HND System to capture and fulfil your shop save orders*

3 Order delivered to your store



- 1) Receive magazine delivery from Wholesaler
 - 2) Book in Magazine and cross reference to the shop save account
 - 3) Place copy in shop save filing system
 - 4) Check status of uncollected copies. Remember to check your filing system when referencing your recall note. Bearing in mind your terms and conditions and decide what action to take
 - 5) Consider notifying customer of the arrival of their magazine
- TIP- EPOS Systems can save time and will help you manage your account*

4 Customer Collection

- 1) Take customer saved copy from Shop Save filing system
 - 2) Record payment and issue a receipt
- TIP- Use this opportunity to introduce the customer to any new titles in a similar interest category*

Remember - Ensure all of your staff are aware of your shop save procedures