

NEWSAGENTS LOVE FREE ONLINE TRAINING

In January Tower Systems started the newsagency channel's first ever online training for newsagents. Newsagents are loving the opportunity to learn from home or in their shop. Below are the details of the next group of free training.

Magazine Management Feb 15 at 10am. and Feb 19 at 2pm. This session covers all aspects of magazine management; from Arrivals, Returns, Putaway Management and over/under supply.

Re-Ordering Feb. 15 at 10am. Learn how to make the most of advanced reordering functions. Learn how to create an order electronically, send it to suppliers and arrive it automatically without the need to enter it manually.

Business Discussion: chasing magazine growth Feb. 20 at 2:30pm. Hosted by Mark Fletcher. This session will start with an overview of magazine performance by MPA category, suggestions on steps you could take to increase sales and then a general discussion involving everyone on ideas they use in their businesses.

New Owner Training Feb. 19 at 2pm. Have you recently taken over a newsagency? This session will provide an overview of the software and its capabilities and answer your questions.

Each session runs for 60 to 90 minutes. Anyone is welcome! To book, please email bookings@towersystems.com.au.

200 NEWSAGENTS EMBRACE EZIPASS PHONE VOUCHERS

EziPass is gaining traction among newsagents who want to sell phone and other vouchers direct from their POS software. Go to www.ezipass.com.au for the latest information.

EXPANDING FOR YOU

To better serve more newsagents, we have, in the last three weeks, created new positions: **Rohan Genn**, a newsagent of 20 years standing has joined our Melbourne based team, **Leighton Dougall** has joined our software development team – he has excellent retail software skills, **Matt Constance** has joined our Brisbane office – Matt has 5 years IT consulting experience. These new roles will further improve the services Tower Systems provides to newsagents.

MAGAZINE MOVES

A group of Tower Newsagents are involved in a trial with a publisher on a data project which aims to increase sales. This six month old project is delivering excellent results for the publisher and participants.

Tower is also working with a magazine distributor on a new performance report, a marriage of newsagency and distributor data. It will reduce oversupply. The software will be exclusive for Tower Newsagents.

NEW CARD STANDARDS

We have been working with 17 card companies since 2006 on new IT standards which are now close to implementation and should result in considerable time savings.

TOWER TOPS ANF POLL

We are thrilled to have topped the recent Australian Newsagents' federation poll on software support. Email sales@towersystems.com.au if you'd like a copy of the results.

EDI FOR GIFTS

Tower is working with 10 gift suppliers on new EDI standards.

SAVE \$100.

EPSON THERMAL RECEIPT PRINTER DEAL \$525.00

inc GST and delivery
Tower Systems regularly has special offers on brand name hardware for newsagents.

SWITCH AND SAVE OFFER

\$42/wk or \$7,995.00. Incl. all s/w (pos, mags, stock and h/deliv), training and 2 years support.

HOME DELIVERY OFFER

\$30/wk or \$4,995.00. Incl. all h/w, s/w, training and 1 year support.

POINT OF SALE DEAL

\$49/wk or \$7,995.00. Incl. all h/w, s/w, training and 1 year support.

FREE TRAINING

New owners buying a newsagency with Tower Systems software receive a free day of training in the software. It's another Tower Advantage™.

Newsagency blog: www.newsagencyblog.com.au

For more information about Tower Systems please visit www.towersystems.com.au/newsagents ABN 61 007 009 752

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