

FREE WORKSHOP FOR NEWSAGENTS

Tower Systems is hosting business workshops for newsagents starting in two weeks. **5 WAYS KICK START YOUR NEWSAGENCY IN 2009** is packed with practical ideas designed to help newsagents drive growth in their businesses.

The dates are listed on the back page of this newsletter. If you want fresh ideas to grow your newsagency, book your free place online now.

NATIONAL AD CAMPAIGN SUPPORTS NEWSAGENTS

Motor magazine from ACP is the latest magazine to feature a full page ad promoting newsagents. This campaign was initiated by Tower Systems in September 2008. Now, thanks to financial support from News Ltd, ACP Magazines, Lovatts Crosswords, the Melbourne Observer and Tower Systems the campaign has run a series of full page newspaper and magazine ads. This is in addition to the Tower funded TV commercials.

When invited to support newsagents through the TV campaign, other software companies kept their wallets closed. We will continue to support newsagents through 2009.

FIRST WITH GIFTS

Ordering, managing and selling gifts (a high growth high margin category) has never been easier thanks to the gift category IT standards supported by Tower Systems. As a member of the Gift and Homewares Association we have your gift bases covered.

NEW MAGAZINE STANDARDS

Tower Systems was first to let newsagents know how easy it is to handle the new weekly returns process for Network Services. All 1,500 Tower Newsagents were sent easy-to-follow advice backed by telephone support. facilitates efficient electronic

ONLINE TRAINING A HIT

Tower Systems has run seven free online training sessions for newsagents already in 2009. These magazine management workshops have been training Tower Newsagents on the latest best practice for electronic returns and preparing them for the major changes happening with magazines this year.

NO SUPPORT FREE RISE

Tower Systems has not increased its software update and support fee this year and will not do so. This provides all 1,500 Tower newsagents with peace of mind on support costs.

EXCLUSIVE TO TOWER

Exclusive to Tower Newsagents:

- Cardplai music download greeting cards.
- 11% more commission on some phonecard products
- eziDebit – the easy way to collect customer money.
- Better NDD magazine management tools.

Watch for more money saving innovation from Tower in 2009.

WE HELP NEWSAGENTS

1. Free training for new owners in newsagencies running Tower.
2. Free Theft Check service – cut theft.
2. Support and training in Mandarin and Cantonese.

SWITCH AND SAVE OFFER

\$7,995. Incl. all s/w (pos, mags, stock and h/deliv), training and 2 years support.

HOME DELIVERY OFFER

\$4,995. Incl. all h/w, s/w, training and 1 year support.

POINT OF SALE DEAL

\$7,995. Incl. all h/w, s/w, training and 1 year support.



www.ezipass.com.au

eziPass, integrated with Tower software, is the easy way for you to sell mobile phone recharge including Optus, Telstra and Vodafone and calling cards.

COME AND JOIN MORE THAN 1,500 NEWSAGENTS AT TOWER SYSTEMS

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