



XENIOS LLC

Do More. Run Faster. Count On Us.

2TouchPOS University (2TU)

Welcome to Our Newsletter

To everyone who made it through the holidays (and I barely did) welcome to 2012!

As we all know, January is a time for making resolutions. My goal for 2012 is to bring you educational information about your business, in a fun and informative way. I hope that these newsletters give you the tools you need to survive and thrive.

I have brainstormed a number of ideas for future articles, but I'm looking for your feedback. What topics do you want more information on? Industry trends? Menu engineering? Social media? Ideas do not have to necessarily be about 2TouchPOS. Email me with your ideas and I will go to work for you!

"Deal-of-the-Day" Certificates in 2TouchPOS

Recently, with deal-of-the-day websites gaining popularity, we have had questions on how to best handle these "certificates" in 2TouchPOS.

While they're labeled as coupons or gift certificates, they're actually discounts you're giving your customers. In order to accurately track and manage these sales, we suggest:

- Enabling a payment type called "Groupon"
- When creating this payment type, set it up to ask for a reference number (typically provided on the certificate the customer receives after purchasing the deal). This then enables you to track these sales by tender type on your Z reports, sales reports and payment history reports.

For additional details on creating a payment type, [click here](#).

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[Click here](#) to see the story of how BarTouch became 2TouchPOS!

Four Key Threats...

"What makes the difference between thriving and barely surviving in any business, in any economic climate?"

It's not the product or service; it's the skills developed and applied by the company leadership.

THAT is the key element."

- Chet Holmes

See full article below.

Four Key Threats to Your Survival & Your Bottom Line & Three Management Practices to Supercharge Your Revenue



As Jon Taffer from "Bar Rescue" will tell you, *"There are no expense problems, only revenue problems!"*

Through our involvement in the Nightclub & Bar Rescue Tour, we've been inspired to help educate our existing customer base. It's important to us that your business not only *survives*, but *thrives*.

We have spent some time researching and educating ourselves on some key threats to your survival and your bottom line. In an industry that is thriving, yes I said *thriving*, why are so many people forced to close their doors?

Once we cover the ways for you to keep the money you're already earning, we've also found a few key management practices to help you make even more cash.

[Click here](#) to register for our educational webinar and take the first step in learning what we've discovered!

Questions or comments? Email me at ahedges@xeniosllc.com or call (866)227-8682.