Point of Sale and Shopping Cart Features and Questions

MUST have features*

- Club processing module
- Shopping cart integration
- Classes for sales channels
- Product sale price net of discount
- If it is a web-based program, your internet connection is solid

Optional features – Some might of these be MUST haves for your business model

- Mobility tools (iPad)
- WGit connection**
- Integrate with ShipCompliant/Compli
- Accept Tips
- Allocations
- Loyalty cards
- Reservations
- Email marketing
- Gift card

Details to consider

- Is this program scalable? Can you add features (and cost) as you grow?
- What is the TCO (Total Cost of Ownership) – Will I need to hire a specialist to enter the sales?
- How will I integrate the sales detail? Does the program have the reports I need?
  - **Push-In Method**
    - QB data dump file
    - Credit card batch report
  - **Summary Method**
    - Sales summary report
    - Z report

Meaningless features – Don't pick a program because of one of these. However, don't eliminate one because often these cannot be avoided

- "We integrate with QuickBooks" – Usually the integration causes more headaches than it saves
- Orders that are easy to change after the customer has made a payment – This is actually not "easy" because you will have a lot of extra steps to manage this later. The correct method is for the program to make a credit memo for the returned portion.
- Merchant fee deducted from the credit card batch payments – This doubles your work when you record the credit card batches. The best method is to pay the merchant fee with a separate debit, either daily or (best) monthly.
- "You can accept split tenders" – Some programs do not handle this correctly on the back end, so you end up telling the tasting room crew that they cannot use this feature.

*This list is for a winery that has grown beyond the startup phase and is ready to invest in a wine industry specific program. The checklist for a startup is different.

**WGit is software by Wine Glass Marketing that syncs the POS sales with QuickBooks. This program is a game-changer for the small wineries with significant sales volume.