

—Point of Sale—
**BUYER'S
GUIDE**



#01

PLAN TO EXPAND

Your business today won't be the same in 5 years. As you expand your product-line, sell online, or franchise, is your Point of Sale ready to grow with you?



Swipe 

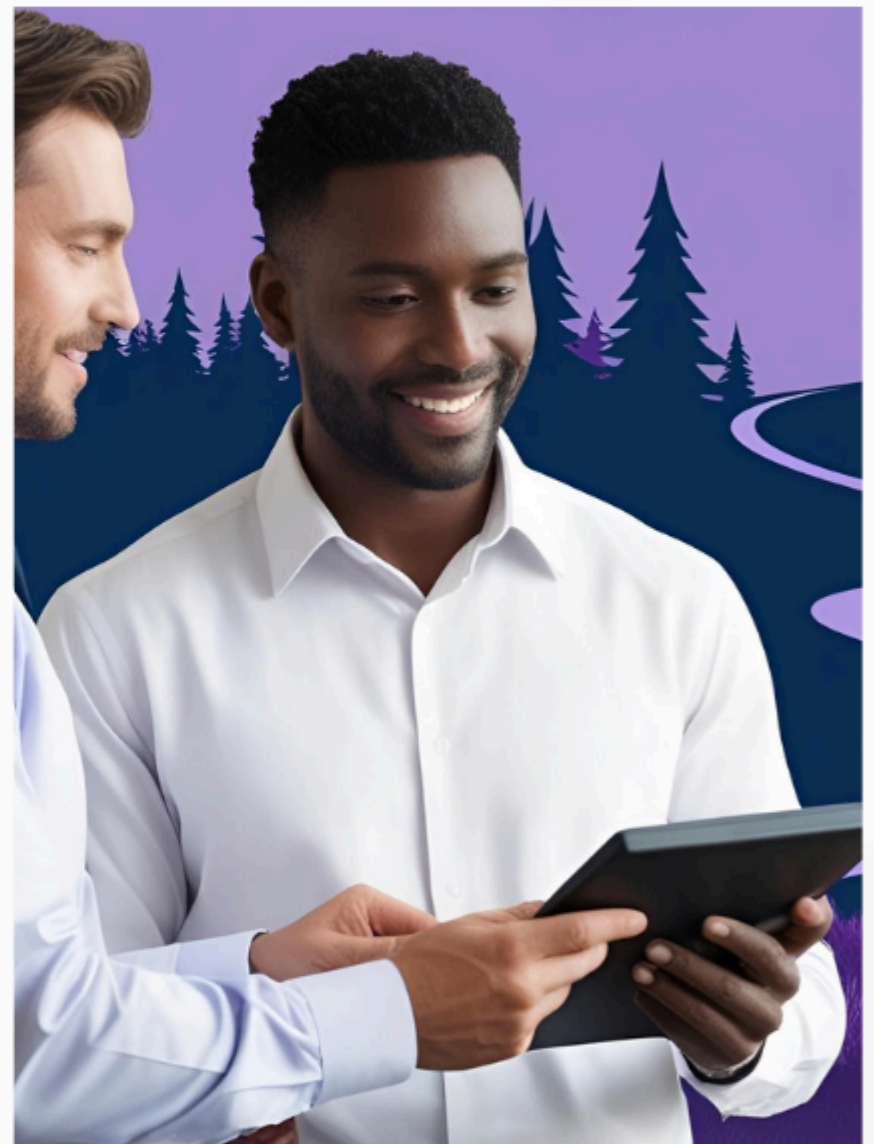



goSE.io

#02

WHAT ARE MUST HAVE FEATURES

Most Point of Sale demos are generic on purpose. Have you thought through your process start to finish and come up with a list of questions on must have-features so nothing is overlooked?



Swipe 

#03 *goSE.io*



PRICE IS NICE, BUT NOT IF YOU PAY TWICE.

It's tempting to choose the lowest-priced option, but don't let price be your only factor because having to replace your system in 6 months could cost you far more in the long run. Is it worth the risk?

#04

IF THEY DON'T TEXT, NEXT!

POS Companies are very good at woo-ing you upfront. You can text their salespeople, but can you text SUPPORT?! Test this out so there are no support surprises.

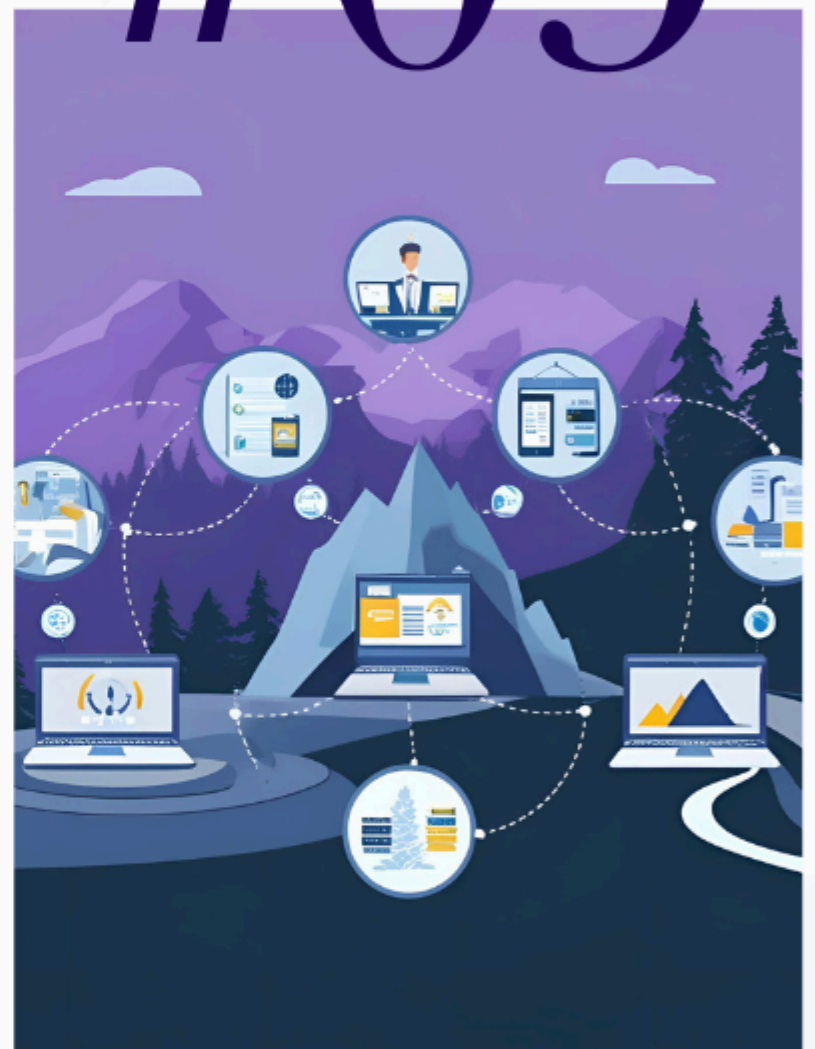



goSE.io

#05

DOES IT PLAY NICE?

Make sure your POS system works with your tech stack without locking you into something overpriced. Be cautious of “recommended” processors as they are often the most expensive.



Swipe 

#06

BEWARE OF CONTRACTS

Read the fine print and avoid contracts that could cost you thousands to cancel.




goSE.io

#07

KNOW TRUE COST

Have you considered all fees including upfront fees, ongoing monthly or support fees, processing fees, and any integration or third party app fees?



Swipe 

#08

INVOLVE KEY STAFF

If you have an existing POS, you're likely doing more in it than you realize. Have you listed the reports, functions, and daily tasks it handles?




goSE.io

#09

FRIEND OR VENDOR?

There IS a difference. Are they just showing up when needed, or are they actively keeping you informed? A true partner will guide you and not just process transactions.



Swipe 

#10

KNOW YOUR WHY & SUPPORT NEEDS

What problem are you trying to solve, and how do you envision support—are you okay with calling an 800 number, or do you want something more personal?



NEED A FRIEND IN **PAYMENTS?**

CONNECT WITH US:
goSE.io

