

# GUIDE TO TRAXSALES TRAFFIC COUNTER & CRM SYSTEM

# VISUAL PROOF<sup>2</sup> TRAFFIC COUNTER

The Visual Proof 2™ Traffic Counting System is **the most accurate retail store traffic counter** on the market.

## What sets our traffic counter apart?

- Customers are only counted upon entry- no double counts for exits
- Buying groups (*families*) are only counted as one
- Non-customer activity (*mailman, staff, delivery driver*) is automatically subtracted
- HD camera technology- no pixelated or infrared photos!
- Customer time stamps



Paying attention to the number of people passing through your retail store doors should be taken seriously- foot traffic has a large impact on the success of your business. With the help of our retail traffic counter, you will have accurate information on business performance, making it easy to map out revenue forecasts and pinpoint the marketing campaigns providing the best ROI.

## Traffic counter system features include:

- Automatically uploaded traffic analysis reports, allowing you maximum flexibility
- View your data 24/7 anywhere in the world- whether you have 1 store or 100, you can now be in multiple places at once
- A password protected portal to keep your information safe & secure
- Access to key reports- including the Hot Zone report. The Hot Zone report will increase your sales in 15-25% in 90 days or your money back!

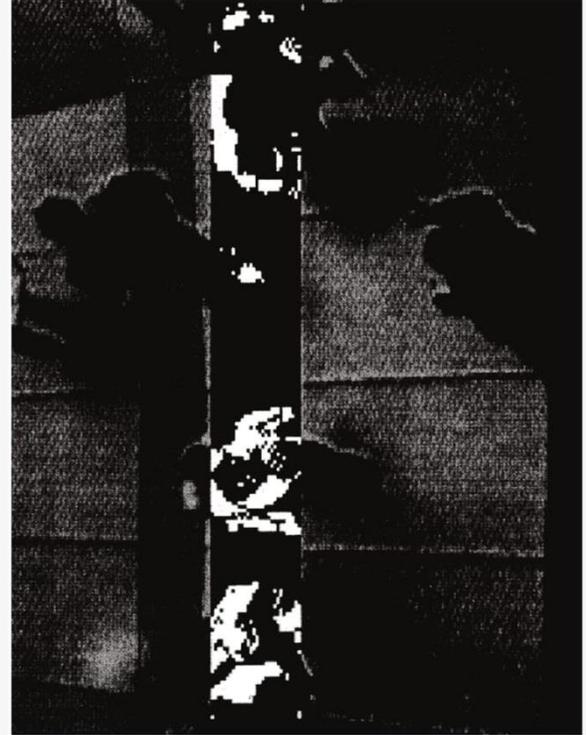
A retail store traffic counter system helps you make practical and effective business decisions by providing timely and accurate data. With an accurate and repeatable footfall measurement, you can quickly & easily calculate your location's conversion ratio, track and analyze visiting trends, gauge your footfall patterns, compare shop performance, improve customer service, and optimize staffing levels.

**Stop guessing- start measuring. Call TraxSales at 713-466-7177 today.**

# TRAXSALES VS COMPETITOR

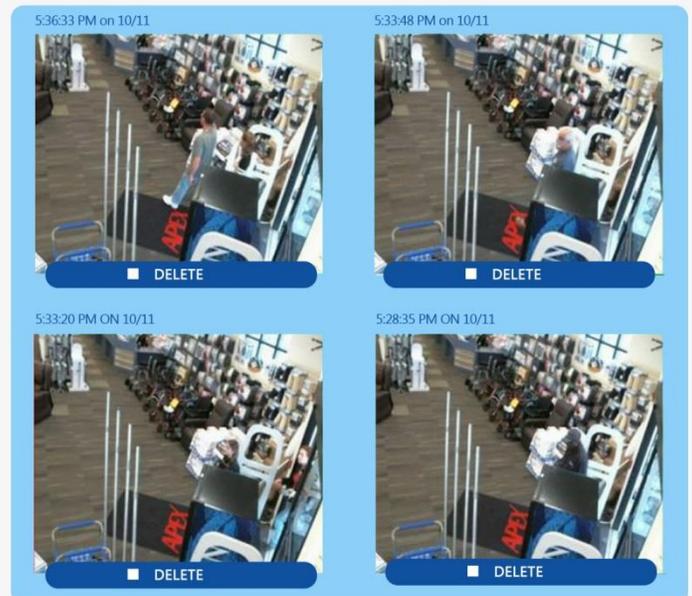
## SHOPPERTRAK ORBIT 5

- Dual-lens stereoscopic video-based technology- no clear image of the shoppers (image is fuzzy & pixelated)
- Client has no direct access to video. Video can be supplied periodically but there is no way to remove non-customers
- Ability to connect through 3G Wireless (extra costs may apply)
- 5 year warranty & costs apply when moving counter to separate locations
- Immediate recurring monthly costs



## TRAXSALES VISUAL PROOF 2

- HD camera technology- clear HD pictures of shoppers WITH timestamps
- Client has direct access to photos & can remove non-customers
- Wireless & wired units are the same cost
- Lifetime warranty & no additional costs for moving counter to separate location except installation fee
- Ability to import sales data from your point of sale
- ONE YEAR before recurring monthly costs



# TRAXSALES UPBOARD CRM

**Are you ready to stop trading dollars for hours?** Automate & analyze your customer relationships with the TRAX Upboard CRM (*customer relationship management*) system.

The TRAX Upboard CRM system brings more unsold customers back to your store or showroom so that you can convert them to real & repeat customers. It makes the process efficient, automatic, and pleasant for you & your sales staff.

## The TRAX Upboard CRM:

- Streamlines sales force management
- Enhances salesperson responsiveness
- Tracks sold and unsold opportunities
- Improves customer satisfaction
- Increases sales and profits



Owning a business is hard.  
Analyzing your data  
shouldn't be.

Reports on your customers,  
staff, & performance.

All in one place.

The system also incorporates the *SRI® Rotation System*, giving it the capability to utilize and track the *SRI® 10 Objectives Sequence of the Sale*. This system will reveal the steps of the sales process where each salesperson is in most need of training and mentoring.

**Comprehensive, detailed reports- anytime and anywhere.** The TRAX CRM systems monitors all aspects of salesperson activity and sales results, ensuring every customer opportunity is handled properly and sales are maximized. The reports upload automatically for 24/7 viewing, anywhere you have access to the web. Now you can check store performance and salesperson statistics at any time.

## Reports include:

- Performance summary report
- Daily to-do lists
- Advertising cost per opportunity
- Customer reasons for not purchasing
- Advertising opportunities by product
- Below average sales volume
- Below average closing ratios
- Customer information gathering efficiency
- Time with customers
- Employee activity
- Monthly goals
- Unsold customer activity

# HOW WE ARE DIFFERENT

No matter what traffic counter you are considering for purchase- congratulations! The only difference between you & the most successful retailers today is that they are not blocking their access to information. And you are! Any traffic counter will get you started on a path toward more information, which will lead to more sales.

How does TraxSales differ from other traffic counters?

1. **Technology.** Infrared technology is very popular with other traffic and people counting companies in the market today. With the infrared system, the device will count **all** people going both in *and* out of your store. If you have a salesperson, delivery driver, or another employee that comes into your business they are automatically counted as an opportunity in the system. If a family of 5 comes- each and every person in that group will be counted instead of 1 customer opportunity.

**How are you counting your customers?**



The second most used technology is smartphone tracking. A recent consumer survey indicated that a majority of people do not want to be tracked via their smart phone devices. Additionally, only 68% of the population actually has a smart phone. You will drive away clients or miss opportunities.

***The Visual Proof 2 Traffic Counting System provides accuracy by ONLY counting clients that are coming into the store, giving you photos of the people entering so you can remove any person that is not a client, and counts groups as only 1.***

2. **Client Access.** As we've discussed throughout this guide, knowledge is power. One of the main motivators to purchasing a traffic counter is having more information about your store, staff, & customers at your fingertips. However, many traffic counter systems limit your ability to access your own data! You might have restricted or NO access to your actual video software, effecting your right to check for accuracy & remove noncustomers.

***With our Visual Proof 2 Traffic Counting System, you have full access to ALL of photos & video feeds, & giving you the power to guarantee accuracy & remove whoever you choose from the system.***

3. **Warranty & cost.** With other traffic counters, your warranty may run from 1-5 years. ***With TraxSales, our traffic counters are covered under a lifetime warranty.*** Other traffic counters will begin charging you a recurring monthly fee upon installation. ***With Trax, you have 1 year to test out our product before your monthly fee schedule begins. Additionally, we offer a 90-day money back guarantee.***

Ready to stop trading dollars for hours? Take the guesswork out of your business.

Call us today to schedule your free demo **713-466-7177**

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