

your p.o.s.  
solution



*by SelbySoft*





*easy...*

training, ordering, reporting, & employee tracking

*SelbySoft can help you increase your bottom line and cut your costs. How? By implementing the easiest, most accurate coffee shop point of sale available.*

*maintain product consistency*  
with accurate & efficient order taking



*eliminate theft*

gain peace of mind with reports & tracking

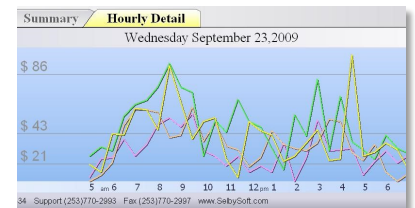


*focus on your product & customers*  
skip the mistakes & time spent on handwritten receipts



*increase revenue*  
with specific, intelligent upselling

*comprehensive reporting*  
shows you the numbers that matter



*No more guessing at what you think is going on. SelbySoft offers reporting options for every aspect of your business. We'll show you exactly what works.*



*free gift & loyalty that works*  
increase customer retention rates

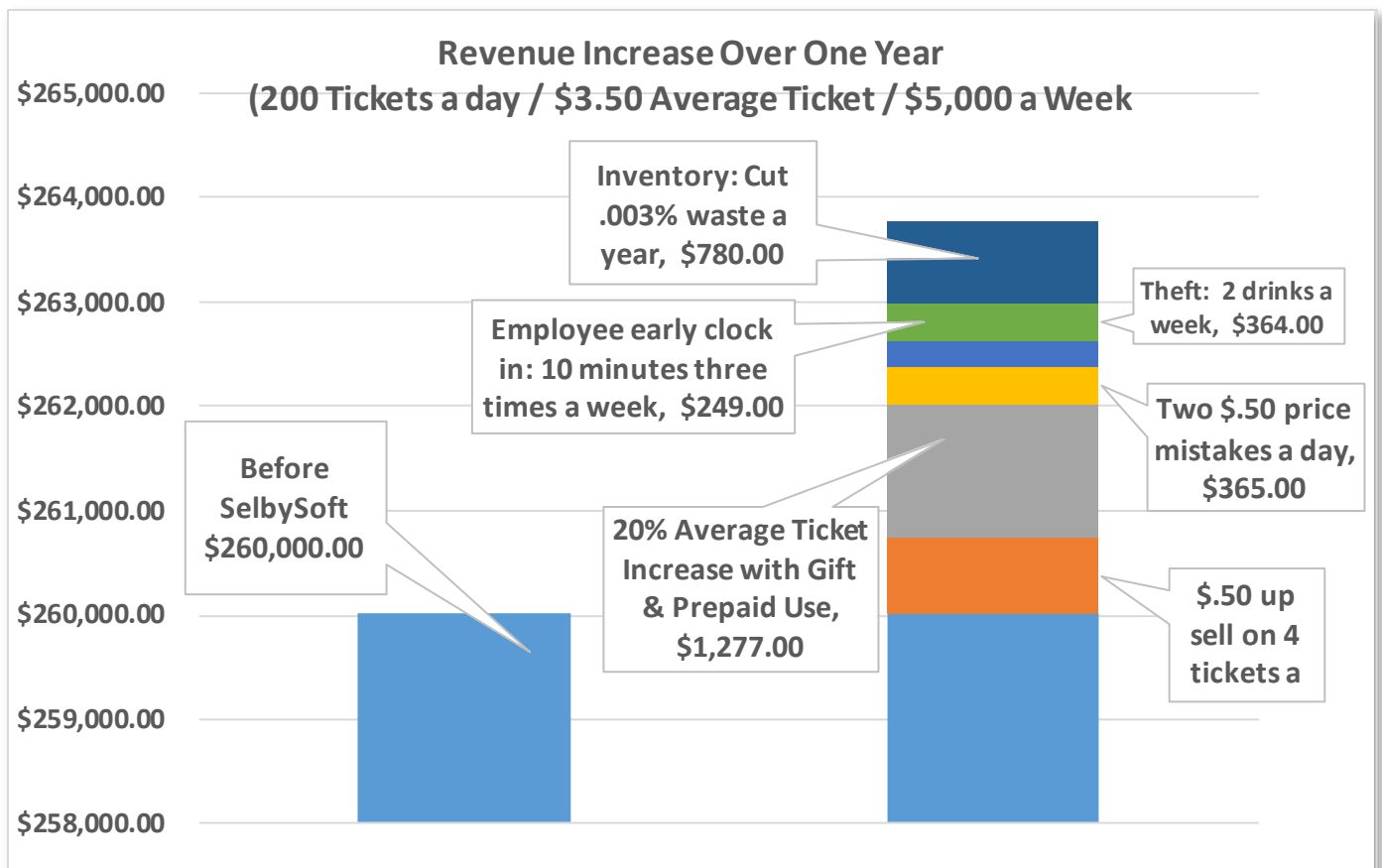


# GROW your business with SP-1

SelbySoft has helped thousands of shops increase their bottom line by 5% or more. Does that sound too good to be true? If implementing SelbySoft adds even 1% to your bottom line, the return on investment is worth it.

## CUT COSTS

- Make less mistakes. Our **Zero Training** interface will eliminate pricing errors.
- Find out where labor is wasted and spend less. We track hours, wages, schedules and more. Use inventory control to make sure that portions are handled correctly. Accurate cost of goods sold reporting will help you stay on top.
- Intelligent up selling will make more money. Every extra shot and upgrade is charged for.
- Eliminate items that don't sell. Every shop has items that don't sell, use our reporting to figure out how to maximize profits!





# SP-1 features...

We all know how much employees hate change. That's why easy is important.

## ZERO TRAINING

It's not just a tagline. With SelbySoft, your employees will love how simple and intuitive a true coffee oriented ordering screen can be.

Graphics make things easy. Simply press the picture of the item and move on. We allow you to color code buttons and arrange them by popularity.

*Imagine...*

*Hire an employee and have them taking orders in the same shift. Only SP-1 for Coffee can make this a reality!*

## FORCED MODIFIERS

Forcing employees to ask for side choices can make sure the order is accurate. These can be used for up selling and education. Small, effective methods that make you more money. Asking "Would you like an extra shot of espresso?" can increase your average dollar per ticket.

Take it a step further and use forced modifiers to ask about what type of coffee or brew method a customer wants.

**Zero Training...  
Pictures Make It Easy**

**Employees spend less time training and more time working. SelbySoft is FAST.**

# easy training & ordering

## CONVERSATIONAL ORDERING

Allow customers to order any way they want:

*latte with vanilla & soy in 16oz or 16oz soy, vanilla latte*

Employees simply push the buttons and the system does the rest. You can spend more time with your customers and your product.

Our **Active Ticket Technology** allows employees to change tickets on the fly. No more voiding items or tickets when a customer makes changes.

*“Hi Sandy, Would you like your usual? No problem, that's a 16oz hazelnut raspberry latte with 1% milk, right? I've included your fire department discount. Want to put it on your pre-paid card? Have a great day!”*

Communication between the cashier and barista or kitchen is key. Use our **barista and kitchen monitor system** to cut down on mistakes.

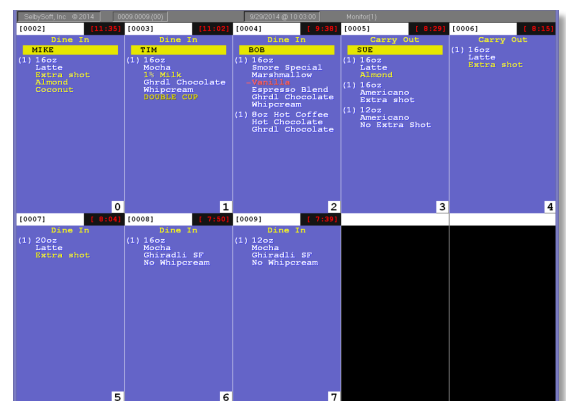
Baristas can see up to ten orders at a time along with recipes and order types. This is one of the fastest methods a high volume store can implement.

**Customer Profiles** allow you to quickly see what a customer ordered last time, duplicate it and move on the next customer.

## ACCURATE ORDERS = HAPPY CUSTOMERS



Forced Modifiers



Kitchen & Barista Monitor



# SP-1 features...

## FREE GIFT & LOYALTY

With our built in tools, we can help you sell more than ever. You'll never have a monthly fee or a swipe charge with SelbySoft. You'll reduce credit card fees and increase your customer retention rates.

Effective Loyalty  
Options

Three different loyalty methods that are  
powerful and easy.

*Over 45% of my customers  
pay with a with a pre-paid  
card. This has increased my  
average ticket by over 8%  
and reduced my overall  
credit card liability.  
- Dave H. Kansas*

The screenshot displays the SP-1 software interface. On the left, a 'Menu Groups' table lists items and their prices. On the right, a 'Customer Ticket' form contains fields for customer information and a 'Notes' section.

Item	Price
1 Fire Dept. 10%	-10%
1 16oz	
* Latte	3.25
1% Milk	
Hazelnut	.60
Raspberry	.60

**Customer Ticket**

Phone: ( ) 555-1000 ID: 50 Last: 8/ 5/13  
Name: Sandy  
Addr1: 931 Maplestar Rd  
Addr2: Apt # 3  
City: Puyallup Pts: 5 Check  
State: WA Zip: 98371 Map: A1 Acct.  
GC #: ;500000478= GC Ba: .00

Always tries to get a free drink.

Total: 4.01 Check: 1 (00000)

# free gift & loyalty

**Buy Ten, Get One Free**  
**...Simple**

**Set double punch days and  
qualifying items.**

## **POWERFUL TOOLS**

- Free drink when loading money on your card.
- Buy a \$25 card and pay \$20.
- Assign custom discounts to a customer card. Senior Citizen? No problem.
- Customers can pay with up to five gift cards.
- Use as both gift and prepaid card.
- Transfer money from one card to another.
- Load a card and buy a drink at the same time.
- Customer profile tracking & duplicate tickets with gift cards.
- Combine multiple loyalty methods.

**Every Dollar Spent**  
**Earns a Point**

**Base loyalty on dollars customers spend, not  
on the number of drinks purchased.**

*Plus, many more options including multiple locations and corporate pooling accounts for franchises.*

***It's ALL Included!***

**Earn Cash Back on Your**  
**Gift Card**

**Encourage gift card usage by offering 10%  
cash back with gift card purchases.**



# SP-1 features...

- Zero Training, Graphical Interface
- Free Gift & Loyalty Combinations
- Customer Order History Tracking
- Customer Profiles with Discounts
- Birthday Marketing & Alerts
- Hands Free Marketing System
- MobileDash Reporting on Mobile Phones
- Intelligent Up Sell Capabilities
- Powerful Discount Tracking
- Bundle and Coupon Pricing
- Happy Hour Pricing Methods
- Barista and Kitchen Monitors
- Barista and Kitchen Printing
- Email Tracking—Up to 10 per Customer
- Theft & Audit Tracking Combinations
- Employee Tip Tracking & Reporting
- Eleven Levels of Employee Security
- Automatic Credit Card Customer Fees
- Employee Clock in and Scheduling

- Built in QuickBooks Interface
- Fingerprint ID or Employee Cards
- Unlimited Menu Items
- Unlimited Ticket History
- Unlimited Customers & Tracking
- House Account Billing Methods
- Multiple Tender Types
- Table Service Capabilities
- Multiple Wages per Employee
- Internal Email System
- Credit Card Integration
- Multi Store Reporting Combinations
- Inventory Control
- Phone Order Systems
- On Hold for Drive Through Systems
- Tab Based Systems for Billing
- Online Ordering Combinations
- Catering Quotes and Future Orders
- Food & Labor Percent Reporting

**Make Informed  
Decisions**

**Use reporting options to determine cost of goods sold, specials, seasonal offers, and see how your crew is performing.**

**Save Time with Our  
QuickBooks Interface**

**Simplify your procedures and cut down on duplicate labor by exporting your sales from SP-1 to QuickBooks.**



# easy reporting & marketing

## IT'S ABOUT THE DATA

We know that it's not just about how easy it is to take orders. Making sense of the data is important. SelbySoft allows you to see and understand virtually everything about your store and staff.

## REPORTING THAT MAKES SENSE

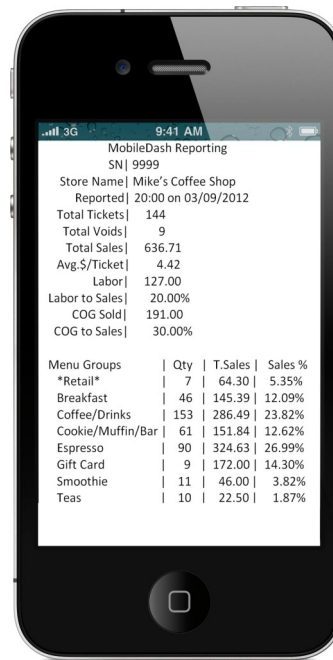
Once you start using SelbySoft, you will be able to quickly and easily make decisions based on your sales. Shift reporting is available for up to ten shifts a day. Your end of night close outs will be faster and easier than ever. Employees love it because it is less work!

## TRACK EVERYTHING

Ever wonder how hot drink sales compare to cold drink sales? What about sales by size? We have the answers.

What is your best selling drink? How about your worst selling drink? We track it all. We can even show you which of your modifiers is used the most or how many times people make the switch to almond milk.

*It was the best move as a new business owner I could have made"*  
-Scott S.



## MOBILE DASH

Automated phone and email reports will keep you on top of things when you're not in the store. Your employees will love that you don't text them as often asking for sales figures.

## HANDS FREE MARKETING

We know that you don't have time at the end of a busy day to focus on marketing. Let SelbySoft do it for you. Hands Free marketing is incredibly simple to setup and use. Send automated emails to:

- New customers. Thank them for coming by and offer a bounce back coupon.
- Lazy customers. Offer customers that have not ordered in 30 days an incentive to come back in.
- Birthday customers. Send a birthday coupon to customers and build excitement and loyalty.



# your store setup & options

No two coffee shops are identical. SelbySoft can help, whether you have a café, drive thru or any other specialty beverage concept.



**Cafés** can track customer names for orders and even handle food. **Pour Over Bars** can easily be incorporated into your system. You can add a *remote monitor or printer* to increase order accuracy and speed of service with food and drink orders. **Table Service Options** allow servers to easily *split checks*.

**Drive Thrus** will quickly move customers through the line with our *zero training order taking*. SP-1 will ensure orders are properly queued with your **Speaker System**. Implement a **Line Busting System** to increase speed with our *integrated tablet system*.



**Tea & Specialty Shops** can *customize their menu and arrange items by type of tea (white, black, oolong, pu-erh) and by method (pot, cup, to-go)*. We can even separate your botanicals from your true teas. Do you sell a lot of loose leaf? Use our **Integrated Scale & Retail System** to accurately ring up orders.

Are you a Roaster Retailer, Coffee Kiosk, or Coffee Truck? Do you have beer, wine or liquor? Are you in a tourist area? **We Handle It ALL**. For the last 25 years we have worked with virtually every type of coffee and specialty beverage shop possible. We understand the difference between concepts and want to know about *your* unique setup and vision. Don't let people assume that you are just a Starbucks, when you are so much more! Shouldn't you trust someone that works with people just like you every day?

# our company & customers

**WE ARE** an independently owned point of sale provider with over 25 years of experience. SP-1 by SelbySoft has helped thousands of coffee shops increase efficiency and add to their bottom line.

*We understand* coffee. 80% of our sales are to the coffee & café industries.

## OUR CREDENTIALS

We have Coffee & Café customers in every state in the U.S.

We were the Official Point of Sale for the America's Best Coffeehouse Competition.

We exhibit at all three Coffee Fest tradeshow and regularly speak about "Tracking & Increasing Sales with Technology". We are also the proud sponsor of the New Product Showcase.

We are a Specialty Coffee Association of America member, exhibitor, and speaker.

**YOU HAVE SEEN US** in Fresh Cup, Coffee Talk, Barista, Specialty Coffee Retailer & other coffee magazines. We have been contributors in the past, as well.

Only SelbySoft is the sponsor for four of the most prestigious coffee schools in the United States:

- American Barista & Coffee School
- Seattle Barista Academy
- Coffee Business School of the Cascades
- Alex & Associates Coffee School

*"Hands down,  
the easiest P.O.S.  
I've ever used. My  
employees love it!"  
- Scott N. GA.*

SelbySoft takes pride in knowing that we are one of the only independent coffee shop point of sale companies around. The bulk of our customers are independents just like you. When you purchase from SelbySoft, you are getting direct support and attention. We are not part of a larger P.O.S. group or a dealer. We understand the industry and look forward to getting to know you.



# top 10 things you should know before choosing a point of sale

1. **Focus on the Software.** SP-1 by SelbySoft offers custom demonstrations. We give you a chance to take the orders. This will let you see how things *really* work. We will add your custom menu, and help individualize your equipment needs.

2. **Who are their customers?** Do they sell to ten different industries or share your focus? SelbySoft *specializes* in coffee.

3. **How are development and support handled?** We have our own internal development and support department located in our office. You shouldn't have to worry about the frustrations of overseas, outsourced support.

4. **How many years of business?** After 25 years in the P.O.S. business, we have established ourselves as a dependable partner in the coffee industry. Every company starts somewhere, but you don't want to be the first test customer.

5. **Is the company investor funded?** We are an independently owned point of sale provider. Investor funding is all about revenue and not necessarily about what is good for the customer.

6. **Is the gift card system internal or through a 3rd party?** SP-1 has a free gift and loyalty system. When your gift cards are tied to a 3rd party credit card system you can be burdened with swipe charges and monthly fees.

7. **Do they provide training, support, advice? How much and what is the cost?** After-sale support is critical. You need to know what the future costs are going to be. SelbySoft includes everything in an affordable support package.

8. **How knowledgeable is your salesperson?** If your salesperson hasn't taken the time to understand your shop and your industry, then what happens? Your salesperson represents the company.

9. **Is this a dealer?** Always try to work directly with the company. Dealers only focus on their personal profits, not what they believe is best for you. At SelbySoft you will always deal *directly* with us.

10. **How much?** It's a valid question! Know the price range and what the imminent costs are. Ask what is and is not included in the system. We work to get you what you need now and into the future.



**CONTACT US - SP-1 Point of Sale by SelbySoft**  
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