



TRAX Traffic Counter™

Have you ever been on the sales floor for a couple of hours during a busy traffic day with lots of sales ringing up, and then had to go somewhere else? You assumed the rest of the day would be great. The next day you saw that sales dropped off after you left. When you asked why, you were told that traffic died immediately after you left. What would the day have been like if you had stayed? Did the traffic really drop off after you left or did the level of attention to the details drop when you walked out the door? If you aren't measuring traffic and closing ratios, you have no choice but to accept the answer given.

Most Successful Companies Measure Everything!

The most successful companies in the world have one thing in common. They benchmark and measure everything. They know exactly how many customers it takes to pay for the cost of doing business and achieve their profit objectives. They know how they are doing at all times and if they are improving or falling behind each day. As John F. Lawhon says in his best selling book, **The Selling Bible**, "If you can measure something, you can improve it. If you don't accurately measure it, it will not improve."

Tracking Traffic and Close Ratios

If you do not count customer traffic accurately, you cannot track your close ratios. The easiest and most accurate solution is the TRAX Traffic Counter. It will measure actual customer traffic and, combined with sales data, provide close ratios that reflect the real performance of your business and its people. If you know your closing ratio performance, you now have a benchmark for improving your sales from existing customer traffic.

Improving RPU

Revenue per opportunity, also called Revenue Per Up (RPU), is the investment retailers put into every new customer who walks into their store or showroom. RPU is simply the total dollar volume divided by the number of sales opportunities you had every day. RPU automatically analyzes how well each store does regarding closing ratios compared to overall opportunities. You can then compare staffing to customer activity, closing ratios and RPU. There are only two ways to improve your RPU number. First, increase the average sale amount per customer. Second, improve the closing ratio. If you know your RPU, you know if you are really improving or getting worse.

Increasing Sales Up to 100%

If you know how many customers are visiting your operation every day and how many customers each salesperson is talking with, you can be more effective in improving close ratios, RPU and sales, all without spending more on advertising. On the average, customers fully utilizing the TRAX system improve their close ratios and sales by 40-50%. Improvements of 100% and more have been reported. Actual results depend on the type of business, location, people and how the system is applied.

Industry's Most Accurate

The TRAX Traffic Counter is the industry's most accurate. Why? Because, with its patented tri-beam design, it does not count as people leave, it can count buying groups as one and it subtracts for non customer activity, all automatically.

Detailed Reports Anytime and Anywhere

The full traffic analysis reports upload automatically to your PC or to the Internet to view 24/7, anywhere you have access to the web. You know exactly how you are doing at any time, all the time. Standard reports include:

- Hourly Traffic Counts
- Weekly Traffic Comparisons
- Staffing Ratio
- Closing Ratio
- Revenue Per Opportunity



Retail or Non-Retail Capabilities

TRAX Traffic Counter's unique and patented triple beam design allows the system to meet the traffic counting needs of retail and non-retail locations alike. In retail applications, the system is configured to count in-bound opportunity traffic. In non-retail applications, the system can capture total body count for in-bound traffic. In other words, it can count a group as one or each individual independently.



Technical Specs

Runs on PC with Windows 2000 or later and requires an available serial port and dedicated Internet connectivity.

TRAXsales – The Company

Founded in 1996, TRAXsales, Inc. is a software systems company and manufacturer providing leading-edge customer traffic counting and sales staff management solutions to retail stores and retail chains worldwide. Our innovative and robust systems have been implemented in over 15 countries with a customer base of over 2,000 retailers, many of whom have several hundred to several thousand sites. We serve companies ranging in size from small businesses to Fortune 500 companies. TRAXsales products include the TRAX Traffic Counter, a tri-beam integrated device with automated reporting; TRAX Visual Proof, the first integrated traffic counter and camera verification system; TRAX Upboard CRM Follow-Up System, an automated customer relationship management (CRM) system that manages sales staff and tracks encounters and close ratios; and TRAX Online Upboard CRM Follow-Up System, the first online automated CRM system that manages sales staff and tracks encounters and close ratios.

For more information, please contact:

TRAXsales

6830 N. Eldridge Parkway,
Suite 302
Houston TX 77041
www.traxsales.com
Toll free: 888-646-5462
Phone: 713-532-1106
Fax: 713-532-2862
Email: sales@TRAXsales.com

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