

QuickBooks

Point of Sale

INSIDE SECRETS OF SUCCESSFUL RETAILERS

Doing it all
with Point of Sale

Inside secrets

QUICKBOOKS POINT OF SALE: DOING IT ALL WITH POS



“QuickBooks Point of Sale lets me run my business like it’s a big business. I have all the accounting, marketing, and sales information I need to be in touch with our customers. And this is not just icing on the cake. This is survival information that we use on a daily basis. Point of Sale has been invaluable to us.”

– Andy Talbot, co-owner, Pickled Clothing

When Nordstrom’s buyer Dayna Talbot noticed there weren’t any stores selling contemporary women’s fashions in her community, she saw an opportunity. So, Dayna convinced her husband Andy there was a niche they could fill, and together they opened Pickled Clothing in Redwood City, California, just south of San Francisco.

The couple’s skills are vastly different, but together they have the business completely covered. With her retail experience, Dayna takes care of everything at the front end, including helping customers, selecting merchandise, and managing employees. Andy handles what he calls the handyman stuff, plus all the finances. For Pickled Clothing, QuickBooks® Point of Sale software has proven to be priceless since the day the store opened.

“Pickled Clothing is unique for several reasons,” Andy says. “We focus on unique clothing that you won’t typically find at larger stores. And we’re convenient; customers don’t have to drive to a distant mall. We also target our audience to provide the best customer service possible. That’s where QuickBooks Point of Sale really helps us shine.”

Andy says that catering to its clientele with an exceptional level of attention not found at the larger stores keeps the energetic shop on the road to success. While some stores might entertain shoppers with a pianist, Pickled Clothing hosts shopping parties featuring an assortment of wine and cheese. And behind the scenes, there’s QuickBooks Point of Sale tracking what customers buy. That tells Andy and Dayna what clients want, and helps keep those shoppers coming back.
