

## **Paypal Zettle blog post - Santos Studios**

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Do you struggle as an entrepreneur when selling your products at events or online?

From barbershops to pop up clothing stores, many business owners find it challenging to sell products both online, on the go or instore, while keeping track of inventory.

As the world moves faster every day, you need systems that effectively streamline your business.

In John's latest video, he discusses the importance of a point of sale platform and shows you how easily this software will take the headache out of tracking your sales!

Everything from processing fast payments to keeping track of stock, today's entrepreneurs need to move forward in their business, including using the best products to grow their company.

### **A SEAMLESS WAY TO TRACK SALES**

A good, electronic point of sale system will automatically keep track of sales, instead of having to manually set aside stock to ensure you don't accidentally sell it to another customer.

PayPal Zettle is one of the new point of sale platforms which is set up to make life for a business owner easier.

In his latest video John outlines how point of sale software is a transformative tool for your business in the modern world.

You'll meet Francisco in the video, a barber and entrepreneur who discusses his business needs, and how PayPal Zettle seamlessly processes his variable types of sales from instore to online.

Regardless of what stage in business you are in, a sales platform like PayPal Zettle will assist you to grow your brand, providing detailed insight data and analytics.

Some key points for entrepreneurs to keep in mind when considering point of sale software:

- Do you process sales from a variety of platforms?
- Do you need analytics to review your business?
- Is your company growing and you require organisation?
- Are you expanding your services to a product line?

- Do you want to know where products are converting to sales, in person and online?

Some of the benefits of PayPal Zettle are:

- Touchless transactions
- Blue tooth connection
- Accepts payments in person with a card reader
- If you have an existing PayPal account, getting started with this platform is super fast
- Everything is kept in the one place
- Inventory tracking
- Includes a range of printers, cash drawers, iPad stands, and barcode scanners
- Instantly able to locate receipts
- Compatible with accounting software

## **CONCLUSION**

Not all credit card readers are the same, and the new PayPal Zettle is one solution, allowing you to seamlessly sell products from anywhere regardless of the size of your business, and providing you the tools and resources to understand your sales data.

This makes the whole process from the start to finish of a sale incredibly straightforward, freeing up time for the fun and creative aspects of your product!

Who doesn't want to save time and effort, and have more energy for the exciting parts of your business, while easily serving your customers?!

If you are considering a platform to process your sales effectively, head over to John's channel so you can make up your own mind for your business!