Understanding that Touch N Tan has “ruffled some feathers” in the tanning software industry, we will address a couple of the things our competitors are saying about us. However, before we address those issues, here is something we would like you to keep in mind.

Competitors continue to try to convince you that upgrading your POS and that all of their new features in managing your salon behind the scenes will increase your sales and help your salon generate new business. While an effective POS is vital to managing your business, a piece that is included as part of the Touch N Tan solution, the bottom line is this:

Features your customers can “see and touch everyday”, that they have never seen, that are user friendly, and works as it should every day, is what increases your sales and expands your customer base.

Features offered by Touch N Tan that go far beyond your POS, whether in a standalone environment or a 24 hour operating salon, our solution creates the most important form of advertising there is: “word of mouth.” This creates legions of people talking about your salon and the best thing about “word of mouth” advertising, is that it is FREE!

Statement: “Touch N Tan does not do data conversions”.

This is Fiction: We do and we have.

Fact: Data conversion is nothing new, and if a software company uses SQL Server, as Touch N Tan does, the time that it takes to do data conversions is far less than it would be otherwise, in another words, this is time tested technology that has been around for years.

Bottom line: If you ever have to do a data conversion, we recommend the following: to save time and cost, limit the data you move. To our clients, we recommend moving customer information, tanning packages, fingerprints, and inventory. For financials, we recommend that you document and print your sales up to the time of the system switch, and as to bed equipment because of the way Touch N Tan operates in a standalone operation, we attach packages to those beds, as part of setup we assist in putting in the bed equipment.
Statement: “With the Touch N Tan system you cannot remote access other locations you own.”

This is Fiction: Not only can owners with more than one salon access all their locations to check their numbers but Touch N Tan offers Visiting Tan or as some call it reciprocity, where if one customer is enrolled at one location, they can tan at any location you own without having to being enrolled again.

Fact: We welcome anyone to ask us for referrals, we are in 28 states and Canada now, so you will have plenty to choose from. Also, we have noticed our competitors offering something “similar to our features and technology”, when they say they are in “beta testing” or “it does the exact same thing for less.” “That’s code for don’t hold your breath.”

Statement: “Touch N Tan is expensive”.

This is Fiction: Once you compare and look at our “Compare the Competition” link on our website, you will see our prices are comparable, and our software goes far beyond POS operations.

Fact: With the Touch N Tan system, it really does pay for itself over and over, and backs up that claim. Bottom line: Many of our clients that use our software are looking to expand because of their profitability, the uniqueness, and added revenue they get from our software services.

Statement: “Touch N Tan decreases human interaction”.

This is Fiction: Touch N Tan not only increases human interaction but Touch N Tan is proven to increase product sales.

Fact: Our customers that converted their software system to Touch N Tan have all reported increases in their product sales after their conversion. When you're not busy you can still tan from your POS system if you choose to, but when you're busy for example you have a new customer, while your showing lotions or upselling, you don’t have to stop in the middle of your sale and tan someone. It also allows you to spend more quality time with your regulars to pamper and sell without interruption.

Bottom Line: Touch N tan has been doing business for 6 years and has a proven history of reliability and success. If you want to know the facts about Touch N Tan, we would enjoy talking with you. Contact us (http://www.touchntan.com/contact_touch-n-tan.asp)