Investing in technology.

☐ **1. Redesign your website.**

    Make sure your website loads fast and makes product information easily accessible. Test to see that users can quickly find information about your company or specific products.

☐ **2. Optimize your checkout.**

    Make sure your shoppers can check out quickly and easily online - it's critical for ensuring completed sales.

☐ **3. Set up and configure multiple customer payment options.**

    It's not just about accepting credit and debit cards – you want to make sure you're offering customers as many [payment options](#) as possible.

☐ **4. Get a mobile point-of-sale (POS) system.**

    Increase the speed and ease of your in-store experience by enabling your employees with new [point-of-sale](#) hardware.

☐ **5. Consider more self-service terminals.**

    Enable your customers to pick, buy, and go quickly. Offer products your customers can buy without involving one of your employees.

☐ **6. Integrate your brick & mortar POS with your website.**

    The new POS systems today integrate with your ecommerce store so that as you sell something in-store it's reflected in available inventory online too.

☐ **7. Set up a CRM (Customer Relationship Management) system.**

    With a CRM database you can collect critical information from your customers — both in store and online — so you can continue to reach out to them in the future with offers, messages, and deals.

☐ **8. Implement a loyalty system.**

    Get a loyalty system established as soon as possible so you can encourage your customers to keep buying. You may even want to reach out to loyal customers after the holidays with special offers, messages, and deals.

Next: Planning your marketing

PayPal is proud to be a partner and platform for over 17 million U.S. small businesses as they [launch, scale, and grow](#). Learn how you can get your business off the ground with our [payment and credit solutions](#).

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