



# **Retail Sales System Point of Sale**

## Training Session

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February 2014

# Presenter

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David Gruner  
Lead Architect  
Hewlett-Packard

# Presenter

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Denise Gruben  
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DNR

# Q&A Moderator

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Kristen Schuler  
Licensing Analyst  
DNR

# Housekeeping

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- All lines will be muted
- Questions can be sent to us via the Question/chat box
- We will record this webinar and post it online

# Agenda

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- Understand the license structure
- Understand military discounts
- Know about changes to printed licenses
- Understand changes to the sales process
- Know how to get additional help
- Understand changes to commissions and fees
- View POS Software demonstration



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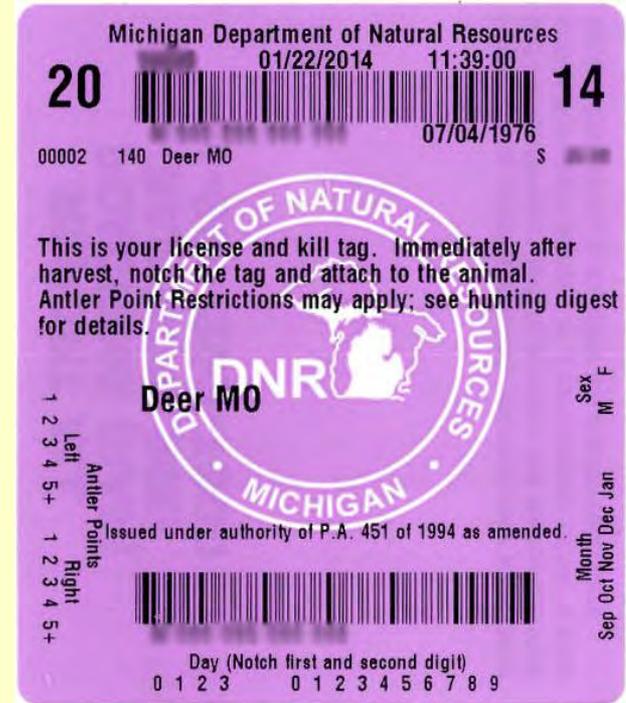
# Revised License Approach



# Kill Tag Approach



Archery Deer  
&  
Firearm Deer



Deer

# Base License

- Allows hunting of small game
- The hunter safety question is asked on the base license
- The base license facilitates the removal of many specialized items like the Apprentice items
- Not required for:
  - Fishing
  - Off-road vehicle license or permit
  - Snowmobile permit
  - Sportsman Against Hunger donation
  - Non-resident 7 Day Small Game
  - Application for drawings
  - Deer Management Assistance Permit



# Non-resident 7-Day Small Game

- For non-residents only
- Does not require purchase of a base license
- Does not give base license privileges

Michigan Department of Natural Resources  
2014 License Year

11/08/2013 14:02:00  
07/07/1943

Seq	Item Description	Price
00001 132	Small Game 7 Day NR OA	\$ 80.00

Effective for 007 day(s)  
from 11/29/2013 14:00

Issued under authority of P.A. 451 of 1994  
as amended.

Retain as Proof of Application/License

Customer Copy



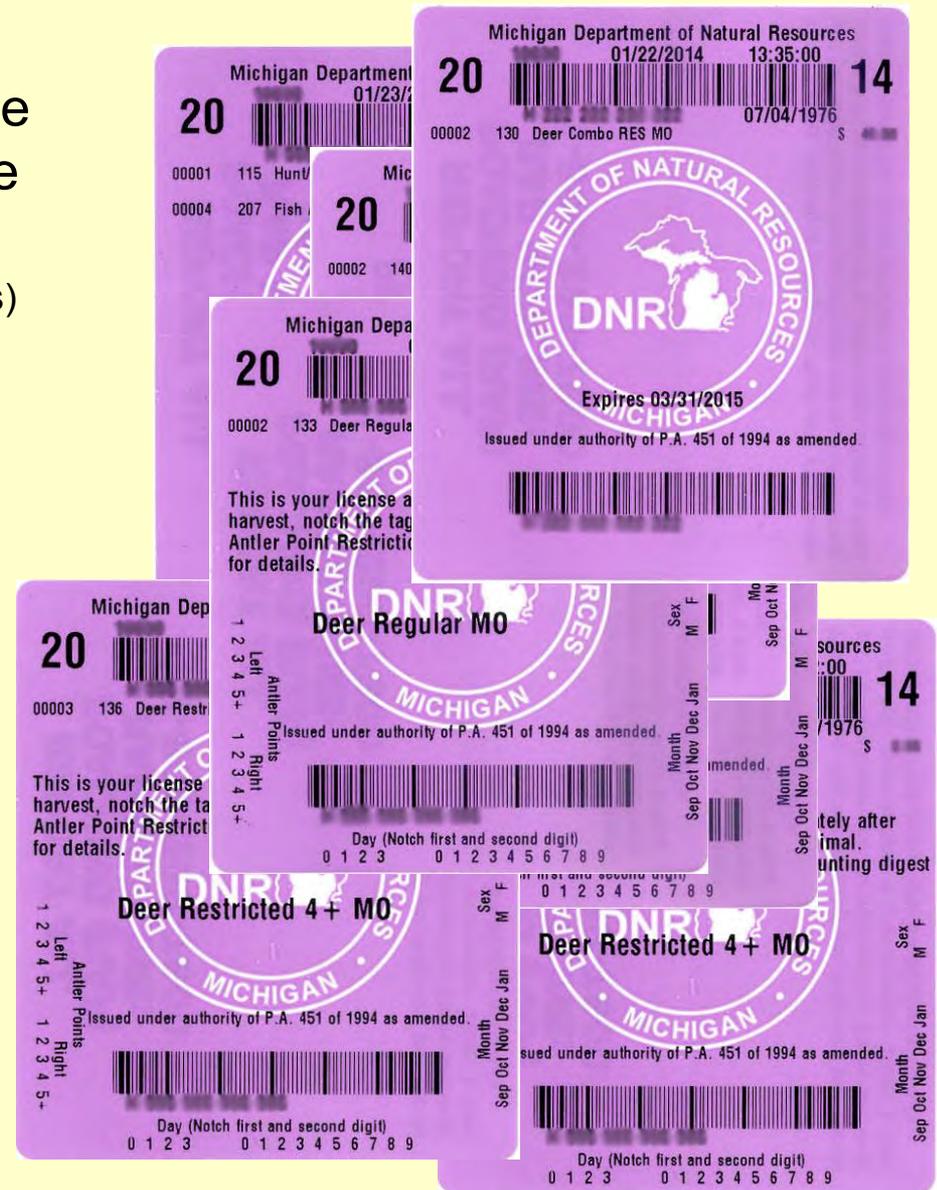
# Hunt/Fish Combo

- New items
  - Hunt/Fish Combo RES
  - Hunt/Fish Combo NR
  - Hunt/Fish Combo RES APC
  - Hunt/Fish Combo NR APC
- Includes privileges of
  - Base license
  - All-Species Fish
  - Deer Regular
  - Deer Restricted 4+
- Resident combo is \$1 cheaper than purchasing separately
- Non-Resident combo is \$151 cheaper than purchasing separately



# Deer Hunter Purchase Decision

- Help the customer understand that they can only purchase one of the following for each license year
  - Hunt/Fish Combo (includes 2 deer tags)
  - Deer Combo (2 deer tags only)
  - Deer (1 deer tag only)
- Combos include one regular deer item and one restricted deer item
  - The hunter must follow the rules and regulations in the Hunt Digest for how and when a kill tag is used
- Deer and Deer Combo require purchase of a base



# New & Obsolete Hunting Items

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## New items

- Woodcock stamp
- Non-resident 7-day Small Game

## Obsolete items

- Many Senior, Junior, and Non-resident items (SR, JR, NR)
- Apprentice (APC) specific items
- Military Specific (MLT) items
- Disabled Veteran Specific (DV) items
- Crossbow stamp
- Daily and annual permits for managed waterfowl
- Separate firearm and archery deer items
- 3-day small game
- Stand alone HIP Migratory Bird Survey

# Changed Hunting Items

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- The migratory bird question is asked for waterfowl and woodcock stamp purchases
  - Not asked for a base license
- Otter, fisher/marten, and bobcat kill tags are not available to non-residents
- Antlerless Deer replaces Public and Private Antlerless items
  - Both public and private hunt areas will appear together in the hunt area list
  - If a hunt area no longer has a leftover quantity available, it will not appear in the selection list

# Fishing Changes

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- New license structure

## License Type

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Fish 24-hour

Fish 72-hour

Fish All-Species Non-resident Annual

Fish All-Species Resident Annual

Fish All-Species Senior Annual (residents only)

Hunt/Fish Combo Non-resident

Hunt/Fish Combo Resident

- Customers may combine multiple 24hr and/or 72hr licenses for the period the they want to fish.
  - If a Resident wants to fish for more than 2 days annually, then it is more advantageous to purchase a Fish All-Species Resident Annual.
  - If a Non-resident wants to fish for more than 8 days annually, it is more advantageous to purchase a Fish All-Species Non-resident Annual.

# Fishing Obsolete Items

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- Restricted Fish
- Upgrade All Species Fish
- Young Angler



# ORV Changes

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- ORV has 2 items
  - ORV 14 – License required to operate an ORV except on your own property. Does not permit the use of state ORV trails/areas
  - ORV Trail 14 – Permit adds use of state ORV trails/areas
  - Agents need to ask the customer where they plan to ride
    - Customer may have previously purchased a pre-printed ORV license so the system cannot enforce a prerequisite for ORV 14
    - Help the customer to understand that the Trail Permit requires an ORV license

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# Military Discounts



# Active Duty Military

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## **Military Definition as documented in the new FAQ page:**

The Michigan DNR offers discounted licenses to US military members who are currently in federal active duty status.

Qualifying customers must provide proof of military status at the time of purchase as well as while afield and be able to present proof upon request by a conservation officer, a tribal conservation officer, or any other law enforcement officer. Proof of military status may include military ID, leave papers, duty papers, military orders, or other evidence verifying the applicant is a member of the military and has been called to federal active duty.

- 1. Michigan residents** who are currently in federal active duty status may **obtain hunting and fishing licenses, for which a lottery is not required, free of charge.**
- 2. Non-residents** who are in federal active duty status and **currently stationed in Michigan** are eligible to **receive resident pricing on hunting and fishing licenses.**

The DNR will perform random audits to verify this information.

# Resident Disabled Veteran

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A resident who has been determined by the U.S. Department of Veteran Affairs to be **either permanently and totally disabled as a result of military service and entitled to veteran's benefits at the 100% rate OR individually unemployable** is eligible to **purchase ANY license, for which a lottery is not required, free of charge.** In order to prove eligibility for the veterans discount the customer must obtain a letter from the Veterans Administration stating that they are permanently and totally disabled and eligible for benefits at the 100% rate or rated as individually unemployable. The individual shall possess proof of his or her eligibility and shall furnish proof upon request of a conservation officer, tribal officer or any other law enforcement officer. DNR will perform random audits to verify this information.

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# Changes to Printed Licenses



# License Standardization

- Customer's birthdate has been moved
- Instructions for use have been made easier to read
  - Provides straight forward instructions
  - The customer must follow the rules and regulations in the Digests
- Larger font used to identify the license
- Attest statement and signature removed
  - The customer is read the attest statement on the checkout page
  - They must agree before the sale can be completed



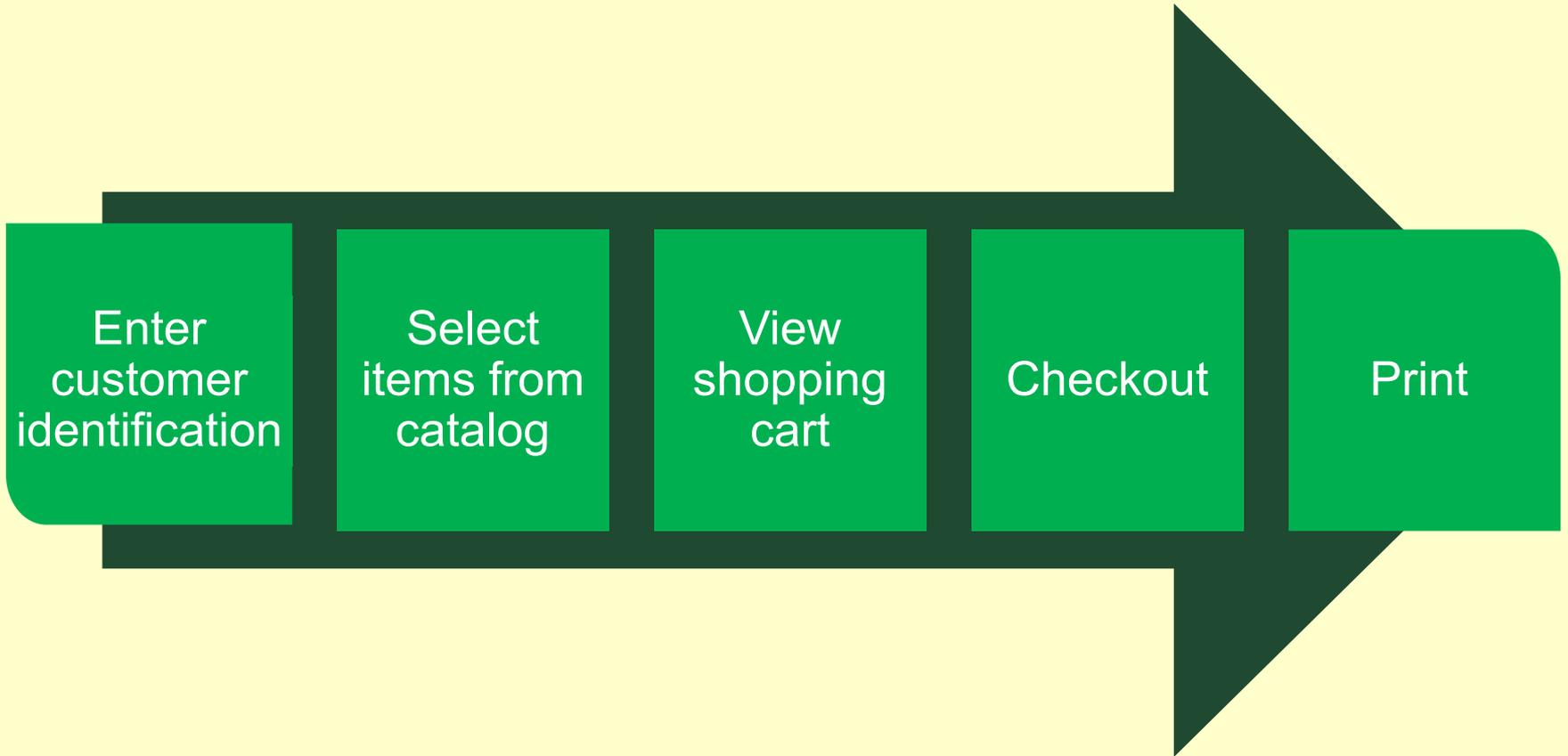
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# POS Software Changes



# POS Sales Process

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# Changes to the sales process

## 1. Enter customer identification

- Military designation

## 2. Select items from Catalog

- Catalog will now show one category at a time to simplify display
- Displays only items the customer is eligible to purchase

## 3. View shopping cart

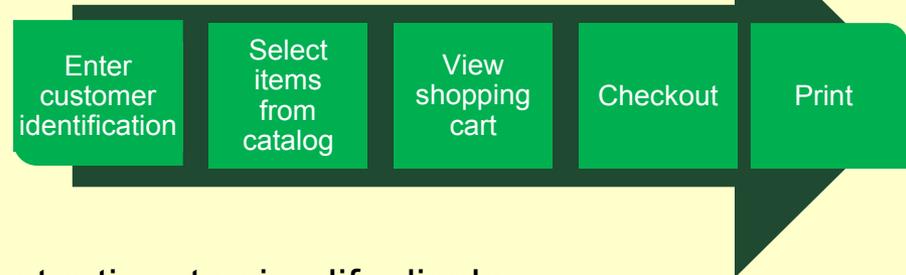
- No change

## 4. Checkout

- Added email capture if not purchasing a Sportcard or DNR ID
- Customer attest statement added

## 5. Print

- Removed step for customer signature



# Enter customer identification

**Customer Identification**

Swipe Customer ID	Manual ID Entry
Does the resident customer have a qualifying Veteran's disability letter? <input type="radio"/> Yes <input checked="" type="radio"/> No	<input type="text" value="Manual Entry"/>
Is the resident customer legally blind? <input type="radio"/> Yes <input checked="" type="radio"/> No	

Before

## Swipe Customer ID

**Identify the Customer**

Swipe the State of Michigan Driver License or Michigan ID

**1. Respond to the questions**

Is the resident customer active duty serving in the U.S. military?  
 Yes  No

Is the resident customer a 100% disabled veteran or rated by the United States Department of Veterans Affairs as individually unemployable?  
 Yes  No

Is the resident customer legally blind?  
 Yes  No

**2. Swipe the magnetic stripe through the card reader slot**

Or

**Manually Enter the Customer ID or Obtain ID**

After

# Enter customer identification

**Customer Identification**

Does the resident customer have a qualifying Veteran's disability letter?  Yes  No

Customer's Date of Birth (mmm dd, yyyy):

Is the resident customer legally blind?  Yes  No

**Existing ID**

DNR Sportcard OR DNR ID:

MI Driver License OR 13 Character State of MI ID:

11 Character State of MI ID:

Before

**Manual Customer ID**

**Identify the Customer**

**1. Select a form of Identification**

MI DNR Sportcard OR DNR ID:

MI Driver License OR State of MI ID:

Buy Sportcard

Obtain DNR ID Card

**2. Enter Customer's Date of Birth (mmm dd, yyyy)**

**3. Select the Customer's Residency**

Permanent Resident

Full-Time Student in Michigan

Active Duty Military Non-Resident Stationed in Michigan

Active Duty Military Resident

Non-Resident

**4. Respond to the questions**

Yes  No Is the resident customer a 100% disabled veteran or rated by the United States Department of Veterans Affairs as individually unemployable?

Yes  No Is the resident customer legally blind?

After



# Select items from catalog

Year	Code	Name	Price	Discount	More Info	Select Item
Fish						
2010	110	RES Restricted Fish DEV RESIDENT Fish Restricted - Good for all species EXCEPT Trout/Salmon. <i>License expires on 01/30/2011.</i>	\$15.00	5%	<a href="#">More Info</a>	<a href="#">Buy Now!</a>
2010	115	RES Upgd All Species DEV RESIDENT Fish All Species DEV - Good for all species EXCEPT Trout/Salmon. <i>License expires on 01/30/2011.</i>				
2010	120	RES All Species DEV RESIDENT Fish All Species DEV - Good for all species EXCEPT Trout/Salmon. <i>License expires on 01/30/2011.</i>				
Small Game						
Miscellaneous						
2010	300	Pure Michigan App 2010 Pure Michigan Hunt License - Good for all species. License expires on 03/31/2015. applications as you wish. License expires on 03/31/2015. checking out, reselect the License expires on 03/31/2015. additional quantities up to License expires on 03/31/2015.				

Before

## Catalog

**Select a Category:**

Fish

Year	Code	Name	Price	More Info	Select Item
2014	200	<b>Fish All Species RES QA</b> Resident all species fish - good for all species. License expires on 03/31/2015.	\$0.00	<a href="#">More Info</a>	<a href="#">Buy Now!</a>
2014	203	<b>Fish 24 Hour QA</b> Resident or Non-resident - good for all species for any designated 24 hour period. License expires on 03/31/2015.	\$0.00	<a href="#">More Info</a>	<a href="#">Buy Now!</a>
2014	204	<b>Fish 72 Hour QA</b> Resident or Non-resident - good for all species for any designated 72 hour period. License expires on 03/31/2015.	\$0.00	<a href="#">More Info</a>	<a href="#">Buy Now!</a>
2014	206	<b>Muskellunge Harvest TagQA</b> License expires on 03/31/2015.	\$0.00	<a href="#">More Info</a>	<a href="#">Buy Now!</a>
2014	207	<b>Sturgeon Permit and TagQA</b> Lake Sturgeon Fishing Tag License expires on 03/31/2015.	\$0.00	<a href="#">More Info</a>	<a href="#">Buy Now!</a>

[Shopping Cart](#)
[Cancel Order](#)

After



# Checkout

Before

Order Summary

Customer ID: [REDACTED]

Code	Year	Item	Price
000	2010		
001	2010		
110	2010		
190	2010		
340	2010		

## Checkout

*Not ready to checkout yet?*

Order Summary

Customer ID: [REDACTED]

Code	Year	Item	Price
203	2014	Fish 24 Hour QA Effective Date: 11/13/2013 04:34 PM	\$10.00
<b>Order Total</b>			<b>\$10.00</b>

Email:

Would you like to receive e-mailed application, season opener and buying reminders from the DNR?  
Type e-mail address here:

Please read to the customer:

I attest that this license was purchased by or for me with my ID and credentials, and that I qualify for the licenses that I have purchased.

After



# Print

This completes your sale transaction.

I attest the sale item(s) have been signed by the customer

Before

## Order Complete

This completes your sale transaction.

Print Agent Receipt

After

# Left Navigation

The screenshot displays the Michigan Department of Natural Resources website. At the top left is the state seal and the text "Michigan Department of Natural Resources". At the top right is a green map of Michigan with the text "Michigan's Official Web Site". A dark blue vertical navigation bar on the left contains the following links: "Bulletins", "Sales Detail Report", "List of Licenses", "Most Accessed Digests", "Contact the DNR", "FAQ", "Help", "Change Password", and "Logoff". The main content area is titled "Swipe Customer ID" and contains a form titled "Identify the Customer". Inside this form is a sub-section titled "Swipe the State of Michigan Driver License or Michigan ID" which includes three questions with radio button options for "Yes" and "No":

- 1. Respond to the questions
  - Is the resident customer active duty serving in the U.S. military?  
 Yes  No
  - Is the resident customer a 100% disabled veteran or rated by the United States Department of Veterans Affairs as individually unemployable?  
 Yes  No
  - Is the resident customer legally blind?  
 Yes  No
- 2. Swipe the magnetic stripe through the card reader slot

Below these options, the word "Or" is centered. At the bottom, there is a button labeled "Manually Enter the Customer ID or Obtain ID".

# Left navigation - Printable sales report

- Printable sales reports added
  - Print button has been added to the Sales Report display toolbar
  - Reformatted report is printed to the receipt printer

Michigan Department of Natural Resources  
Retail Sales System  
Sales by Time Period Report

Sales for Terminal:   
Sales Outlet:   
Sales Period 01/20/2014 through 01/22/2014

All Sales for a Terminal

Business Name:   
Agent Key:   
1/20/2014 through 1/22/2014

Item Year	Item Type	Item Name	Rate	Item Sales (Orig and Repl)	Extended Sales Price	Repl Item Sales	Extended Repl Price	No. of V Orig
2014	110	Base RES MO	F	3	\$33.00	0	\$0.00	0
2014	130	Deer Combo RES MO	F	1	\$40.00	0	\$0.00	0
2014	133	Deer Regular MO	F	1	\$0.00	0	\$0.00	0
2014	136	Deer Restricted 4+ MO	F	1	\$0.00	0	\$0.00	0
2014	140	Deer MO	F	2	\$40.00	0	\$0.00	0
2014	180	Bear Application MO	F	1	\$5.00	0	\$0.00	0

110 14 Base RES MO		\$33.00
Sales	3	\$33.00
Replacements	0	\$0.00
Voids	0	\$0.00
130 14 Deer Combo RES MO		\$40.00
Sales	1	\$40.00
Replacements	0	\$0.00
Voids	0	\$0.00
133 14 Deer Regular MO		\$0.00
Sales	1	\$0.00
Replacements	0	\$0.00
Voids	0	\$0.00
136 14 Deer Restricted 4+ MO		\$0.00
Sales	1	\$0.00
Replacements	0	\$0.00
Voids	0	\$0.00
140 14 Deer MO		\$40.00
Sales	2	\$40.00
Replacements	0	\$0.00
Voids	0	\$0.00
180 14 Bear Application MO		\$5.00
Sales	1	\$5.00
Replacements	0	\$0.00
Voids	0	\$0.00
200 14 Fish All Species RES MO		\$25.00
Sales	1	\$25.00
Replacements	0	\$0.00
Voids	0	\$0.00
Number of Item Sales(Orig and Repl):		10
Number of Item Sales(Original):		10
Number of Item Sales(Replacement):		0
Number of Voids(Original):		0
Number of Voids(Replacement):		0
Net Sales:		10
Total Sales Price:		\$144.00
Total Replacement Price:		\$0.00
Total Void Price(Orig + Repl):		\$0.00
Total Net Sales Price:		\$144.00
Sales Commission:		\$10.78
Replacements Commission:		\$0.00
Void Commission:		(\$1.50)
Net Commission:		\$9.28
Void Commission Lost:		\$0.00
Total Commission:		\$9.28



# Left navigation - FAQ page

- FAQ page added
  - Replaces the Special Rules for Discounts page
  - Provided to give an easy lookup of more detailed information on questions frequently asked of the DNR

## Frequently Asked Questions

SENIOR DISCOUNT	⤴
Michigan residents are eligible for a senior discount at age 65 or older. These licenses are available at all license agents and DNR Operations Service Centers. DNR will perform random audits to verify this information.	
JUNIOR OR YOUTH ITEMS	⤵
STUDENT	⤵
APPRENTICE ITEMS	⤵
MILITARY	⤵
ITEM NOT DISPLAYED IN CATALOG	⤵

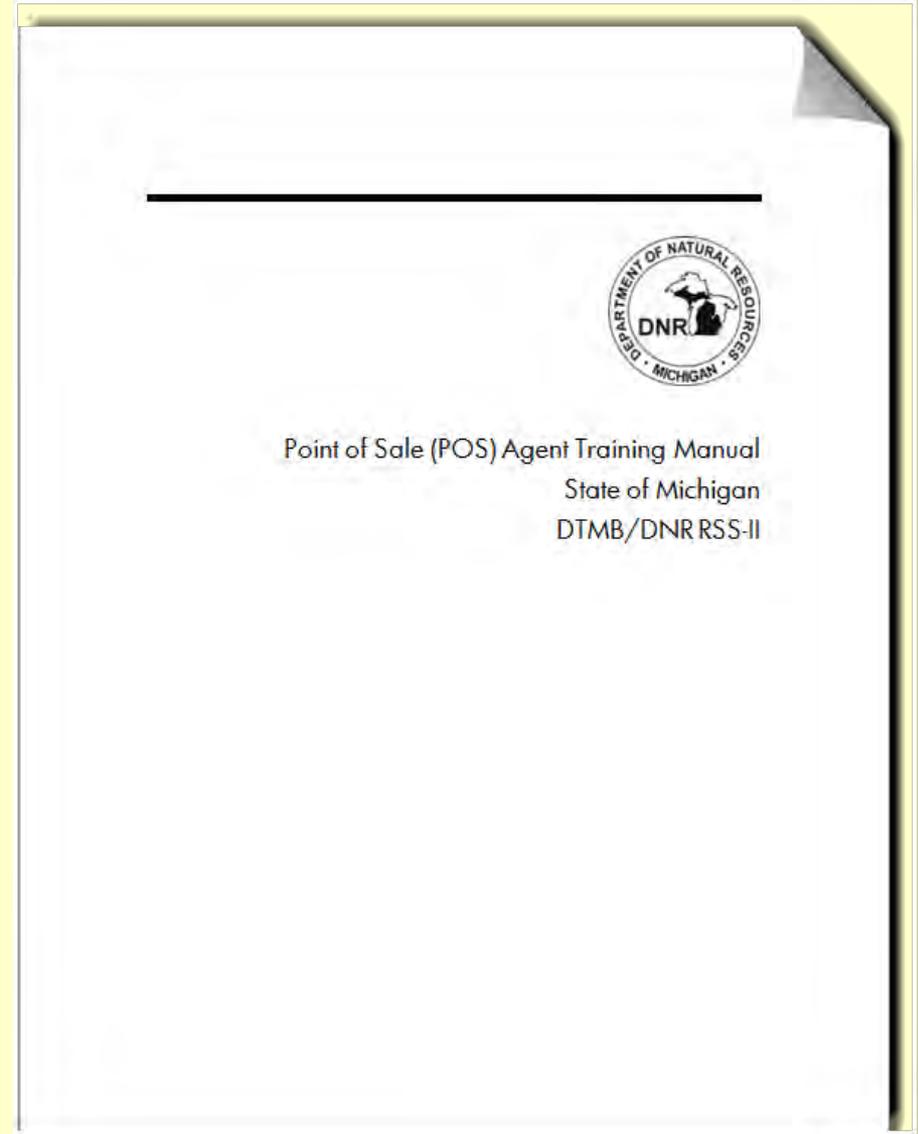
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# Help Documentation



# Agent Training Manual

- Updated
- Available from the DNR  
[www.michigan.gov/licenseagent](http://www.michigan.gov/licenseagent)



# Online Help

The screenshot shows a web browser window displaying the Michigan DNR POS Help page. The page title is "Michigan DNR POS Help" and the current page is "Swipe Customer ID". The navigation bar shows "Navigation: Sell Items >". The main content area contains instructions for swiping a customer's Michigan driver license or identification card to identify the customer to the POS system. The instructions are as follows:

1. Use the radio buttons to respond to the customer military status and disability questions. The default for each question is No. Click Yes to change the response as needed.  
*NOTE: The questions will default to NO. If any of the questions apply to the customer, selecting YES to the appropriate question will allow special items to appear in the Catalog.*  
*Since the military discount cannot be combined with the Blind or Disabled Veteran discount, the Military Resident question is mutually exclusive with either the Veteran's disability or Legally blind. If the Military Resident question is set to Yes, the Disabled Veteran and Legally blind questions will be set to No, and vice versa.*
2. Swipe the customer's Michigan driver license or Michigan identification card through the card reader. If the card was successfully read, you will go to the Transaction Selection page.
3. If the card swipe is not successful, click the **Manually Enter the Customer ID or Obtain an ID** button to go to the Manual Customer ID page.

There is a link for [Play demonstration](#).

See also:

- [Transaction Selection](#)
- [Manual Customer ID](#)
- [Left Navigation Bar Links](#)

The left navigation bar includes links for Bulletins, Sales Data, List of Licenses, Most Accessed Digests, Contact the, FAQ, Change Pa, and Logoff. The "Help" link in the FAQ section is circled in red. The bottom of the page shows a button labeled "Manually Enter the Customer ID or Obtain ID".



# Help Video Snippets

- Video snippets added to help
  - Replaces the training DVD
  - Link to play a video clip added to selected help topics
  - Video plays on the POS screen in a new window

The screenshot displays the Michigan DNR POS Help interface. On the left is a navigation menu with a tree view containing items like 'Using Michigan DNR Point of Sale (POS)', 'Bulletins', 'Sales Detail Report', 'List of Licenses', 'Frequently Asked Questions', 'Sell Items', 'Manual Customer ID', 'Transaction Selection', 'Catalog', 'Additional Questions', 'Shopping Cart', 'Customer Information', 'Checkout', 'Order Complete', 'Replace Items', and 'Void Items'. The 'Swipe Customer ID' link under 'Sell Items' is circled in red. The main content area shows the 'Swipe Customer ID' help page with instructions and a 'Play demonstration' link, also circled in red. A 'File Download' dialog box is open, showing the file 'Swipe\_Customer\_ID.mp4' (3.48MB) from 'uspnsvulm1126.americas.hpqcorp.net', with the 'Open' button circled in red. A VLC media player window is overlaid, showing the video 'Swipe\_Customer\_ID[1].mp4' with a 'Swipe Customer ID' title and a form titled 'Identify the Customer' containing three questions with radio button options. At the bottom, a footer text reads: 'This page allows you to start a transaction by swiping the customer's Michigan driver license or state identification card.'



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# **AGENT COMMISSIONS AND TERMINAL FEES STARTING IN MARCH 2014**

**Outlined in Act 451 of 1994 as amended:**

- **Commissions are referenced in 324.43541**
- **Terminal fees are referenced in 324.43547(8)**

# Commissions

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## Before Statute Change

- Outlets earned either 7.5% or 5% on hunting and fishing licenses depending on longevity
- Outlets earned \$1.00 per snow permit
- Outlets earned \$0.25 per ORV License

## After Statute Change

- All outlets will earn 7.5%
- Commissions earned on ORV licenses and permits or snow permits will not change

# Terminal Fees

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## Before Statute Change

- Outlets paid either \$2.35 or \$7.70 weekly depending on longevity

## After Statute Change

- Statute instructs the DNR to compute a 5-year average (2008-2012) of all fee-paying agents as a baseline = **\$35,434.20**
- The fee for outlets who sell more than \$35,434.20 annually will be **\$5.00** weekly for the next license year
- The fee for outlets who sell less than \$35,434.20 annually will be **\$2.50** weekly for the next license year

# 2014 License Year Fees And You

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- If you were new in 2013, you pay \$5.00 per week in fees
- Longer-term agents - We have computed your 2013 license sales and compared that to the \$35,434.20 threshold
  - Less than \$35,434.20, you pay \$2.50 for the 2014 license year
  - Greater than or equal to \$35,434.20, you pay \$5.00 for the 2014 license year
- Your license sales will be evaluated annually and changes made for March 1 of each year



# Commissions and Fees

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- The Legislative intent of the new flat commission structure is to have all outlets earn in direct proportion to their sales
- License prices were increased so commissions will increase from prior years for same/similar items
- Fee structure is based on earnings, while reducing the highest prior weekly terminal fees and increasing the lowest prior weekly terminal fees.

# Terminal Fees

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- **The most any agent will pay is \$5.00 weekly, or \$260 per terminal annually.**
- Again, the threshold is \$35,434.20 in sales, otherwise you pay \$130 annually.
- For some agents, the structure does require more financial participation than previously. This includes 228 long-term outlets who have lower sales volume.

# Commissions and Fees Balance

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- In the past, about 100 of the 1,500 agent's commissions did not cover terminal fees. Many of these were seasonal agents.
- You'll remember that the break-even thresholds in the past were as high as \$8,008 for over half the outlets who paid \$7.70 weekly and earned 5%.
- In the new structure, the lowest earners will need to sell either \$1,735 (at \$2.50) or \$3,500 (at \$5.00) in licenses to cover their fees



# Examples

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- Example 1 - If you sell \$35,000 in the 2014 license year, you will make \$2,625 in commissions and pay \$130 in terminal fees in 2015.
- Example 2 – If you sell \$45,000 in the 2014 license year, you will make \$3,375 in commissions and pay \$260 in terminal fees in 2015.
- Example 3 – If you sell \$8,000 in the 2014 license year, you will make \$600 in commissions and pay \$130 in terminal fees in 2015.



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# POS Software Demonstration



# Timing

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- Tuesday, February 25<sup>th</sup> 2014 – POS Software changes are implemented – 6:30 AM to 12:05 PM
- Friday, February 28<sup>th</sup> 2014– Sales Outlet Type changes are implemented 7:00 PM to midnight

# For Further Information

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You can contact the DNR

- Agent Help Desk: (800) 737-6367
- For Customers: (517) 373-1204 or (517) 284-6057
- Monday – Friday, 8 am – 5 pm



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# Questions?

# Attendance information

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- Business Name:
- Attendee Name:
- Attendee Phone Number:
- Email:
- Terminal Number:
- Comments / Questions: