Got math skills?

Circuit City has a going out of business sale. Richard found a \$300 digital camera for 80% off. When purchasing the camera the cashier has some trouble processing the transaction. The cashier cannot enter 80% into the register because it only allows a maximum of 50%. Richard patiently waits for the cashier to sort things out and then after a minute the cashier explains that they will first take 50% off and then take another 30% off. Being the math wiz and confident person that Richard is, he immediately tells the cashier that what they are doing is not correct and that he would be paying more than he should. The cashier assures Richard that they are right, but Richard holds his ground and asks the cashier to call the manager. The customers in back of the line overhear Richard's complaint, but side with the cashier. What should Richard do to show that everyone around him needs to brush up on their math skills. Explain, step-by-step, how taking 80% off an item is not the same as taking 50% off and then another 30% off.