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campaign name: eCommunicator June 2008

subject: PROFITsystems June 2008 eCommunicator

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Calendar

June

- 2nd - 4th - PROFIT *groups* +10, Dallas, TX (Tour new home of Office Expo facility)
- 9th - 13th - Daily Process Training Class
- 17th - 19th - PROFIT *groups* Countrywide, Prine Rupert, Canada (Tour Mackenzie's)

July

- 4th - PROFIT *systems* **CLOSED** for Independence Day
- 8th - 9th - Advanced Retail Education Course (Accounting/Financials)
- 10th - 11th - Advanced Retail Education Course (Sales Management)
- 14th - 18th - Daily Process Training Class
- 21st - 23rd - PROFIT *groups* Visionaries, Morehead City, NC (Tour McQueen's)
- 28th - August 1st - Las Vegas Market

August

- 4th - 6th - PROFIT *groups* Movin On Up, Ohio (Tour Weaver's, Maibach's, and Miller's)
- 4th - 8th - Daily Process Training Class
- 18th - 19th - Advanced Retail Education Course(Inventory Management)
- 20th -21st - Advanced Retail Education Course(Warehouse Management)

Training Classes

For more information about our classroom training and to make your reservation, please contact Dawn at 800.888.5565 or

Announcing e-Showroom!

Place Inventory on the Web from Your Item File
Shelley Parlin, VP of Professional Services

In our annual survey, we asked what you would like to see offered. Many of you mentioned that an easy way to load items from your item file, onto your Website would be a HUGE help. You asked for it. We've got it. We are announcing the completion of phase one of e-Showroom, which links the merchandise listed in your item master file to your Website. We have partnered with a website developer and data manager for this project. If you don't currently have a Website, our new partner has templates that can be used to personalize a Website for your store. Your logo, color choice, and any detailed information about your business, like store hours, policies, and directions, will be listed.

The first phase of our new e-Showroom solution was designed to perform two major functions. The first is to enable you to load item data and images automatically to your Websites from your item master file. The second is to make it easy to organize, categorize, and create a user-friendly shopping experience for your customers. "One of the most difficult aspects of maintaining a store Website is dedicating man-hours to keeping it current. By automating updates on item information, images, and prices, you can have a great Website that is always up to date, without dedicating excessive hours to the project," states Mitch Hight, CIO.

As an advertising tool, the internet and all of its tools are the future. Our e-Showroom enables you to establish brand awareness and increase traffic levels from an audience you might currently be missing. In today's economy, shoppers are educating themselves on-line before they even hit their first furniture store. You, our retailers, need to maximize your advertising dollar and what better way to do this than to put your inventory on your Website - a second store without the building expense! By using this incredible marketing tool we are making it easy for you to help your customers.

Search criteria on e-Showroom include brand, department, category, and even sub-category allowing for effortless navigating by shoppers visiting your Website. Shoppers will be able browse products to view images and create a wish list of products to look at in person. "One of the key functions of a Website is to act as an advertising forum to drive traffic into the store. Our e-Showroom is like adding an additional show room which is open anytime a customer wants to shop, even if that is 2 a.m.," expressed Jeff Niskern, President and CEO. For your convenience in the set-up process, we have created a standardized list of departments, categories, and sub-categories, or if you prefer, you can create your own.

Our e-Showroom is an affordable medium for an outstanding web shopping environment that delivers a personalized tool that provides both revenue and customer satisfaction. Future phases to the project will include gift registry and shopping cart capabilities. In our continued efforts to make our

Preview your work.

Here, you can preview both versions of your campaign: html (delivered to everyone who can receive html) and plaintext (delivered to anyone who can't). From preview, you may go back and continue working, or press on to proof your work and, when ready, send.

For more help with campaigns, visit our [self-help section](#).

dawnu@profitsystems.com.



We are looking forward to seeing our PROFIT *groups* members at the next meeting. If you would like more information, please [visit our Website](#). If you are considering becoming a PROFIT *groups* member or would like references, contact us at 800.325.2018 or phylisz@profitsystems.com.



Coaches Corner by PROFIT *consulting*

Here are some of the products and services that we currently deliver:

- [New!!! 2008 Product List](#)
- [Performance Groups](#)
- [Business Analysis & Recommendations](#)
- [Financial Forecasting](#)
- [Inventory Management Systems](#)
- [Financial Management](#)
- [Customer Service Systems](#)
- [Operations Consulting and Procedures](#)
- Distribution Systems Implementation
- Ebiz Solutions
- Custom Access Programs
- Automated Procedure & Reporting Execution
- [Delivery Routing Systems](#)
- [Sales Management](#)

Contact PROFIT *consulting* at info@profitconsulting.net.

retailers more profitable, we are also concentrating on managing the marketing aspect of a retailers' Website. PROFIT *consulting* will use on-line technology as a medium to assist retailers in developing a marketing strategy including newsletters, customer follow-up, sales promotions, and email advertising, to enhance their business.

If you are interested in more information on e-Showroom and how to take advantage of this tool please contact us at 800.888.5565.

Our e-Marketing can be used in conjunction with e-Showroom, or on its own with your current Website. If you have questions, or would like additional information on maximize your advertising on the internet, please contact Wayne at 719.332.9824 or wayne@profitsystems.com.

New Features in PROFIT *professional* 11.3

Debbie Sloan, Software Support Specialist

PROFIT *professional* 11.3 has many new features, thanks to your input. Today I will go over just a few of my favorites:

Merging Customers

After several years and several requests, we've added the ability to combine two customers into one customer. The new Merge Customers feature will combine open sales, sales history, and receivables information from two customer IDs into one customer ID. This will allow for combining newly married customers into one account as well as clean up those situations where a customer was added twice. The process is quite simple. The path to get to this new feature is: *File/Utilities/Miscellaneous/Merge Customers*. Prior to merging customer accounts, make sure that:

- All payments and additional charges have been posted.
- All other users have logged out of the system.
- You have a current backup of your data files.

For full details on this new feature please go to your help screen. From within the *File/Utilities/Miscellaneous/Merge Customers* screen, simply hit the F1 key on your keyboard to launch help for this feature.

Printing Opportunities by Advertising Code

A new report has been added to the system that allows printing sale opportunities by advertising code. This new report will be useful when determining which form of advertising is working best for your store. It will also allow you to better plan where to use your advertising budget in the future.

The path for this new feature is:
Print/Reports/Customer Care Center/Opportunities by Advertising Code.

For full details on this new feature please go to your help screen. From within the *Print/Reports/Customer Care Center/Opportunities by Advertising Code* screen, simply hit the F1 key on your keyboard to launch help for this report.

Update Button on the Sales Screen

A simple, yet convenient new feature is the ability to update your customer's phone number and email address directly on the sales screen. On the upper left hand side of the screen just above the "Bill" button is a new "Update" button. Simply click on this to change or add the customer's phone number or email address.

If you have further questions on any of these new features, please contact Software Support at 800.888.5564 or support@profitsystems.com.

The PROFITsystems E-Communicator is your best source for news and information on PROFITsystems, technology, and the retail furniture industry. If you need to know about our conferences, software, or just what is new around the halls of PROFITsystems, this is the place to find it. In conjunction with our website www.profitsystems.com, we are working to provide you the most information in the most timely manner possible. If you have not registered for access to our online PROFITresource Center, please sign up at our home page today!

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