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PROFIT *systems* Upcoming Class Schedule

April
April 5-9



May
May 10-14

PROFIT *university* 2004 Goes to Multiple Tracks and Multiple Profit Ideas!

The annual PROFIT *systems* client conference is just around the corner! PROFIT *university* 2004 has proven to be an extremely popular event with PSI clients and is filling up rapidly. Since attendance this year is limited to 200, space is running out quickly.



PROFIT *university* draws upon 7 years of data, ideas, practices, programs and systems developed in the KAIZEN Seminars along with the collective experience of over 800 retailers world-wide. This is your one chance to learn the exact steps to double-digit profitability from the people who have done it time and time again.

- 100% retail furniture focused.
- Exclusive access to KAIZEN best practices data and materials.
- Actual case studies and real-world data.
- Multiple tracks and sessions geared toward all areas of your operation.
- Exclusive conference URL for post-conference posting of spreadsheets and files.



Retail Management's Missing Link

In consulting with hundreds of retail furniture companies over the past decade, there is one pervasive issue that has been common among them - they lack any strategic view of their business. Their entire business paradigm is operational - what things we do, how we do them, when we do them, but never why we do them.

This operational view results in most retail furniture companies encountering difficulty in making new initiatives stick, particularly on the sales floor where the highest level of individual initiative exists, but with the lowest level of job structure. When it comes down to what each salesperson does with each customer,

- Outstanding networking opportunities.

PROFITsystems has reserved a limited number of rooms at the Coronado Springs Resort in Orlando, Florida, which are available on a first-come-first-served basis. Be sure to get your reservations before air and hotel prices go up in late Spring!

Don't miss out on our Early Bird pricing of \$1095.00 (After April High Point Market, pricing will be \$1295.00) Call now to reserve your space 1-800-888-5565!



PROFITsystems makes available industry "Best Practices"

Over the years, our KAIZEN and PROFITgroups programs have resulted in the sharing of a number of "Best Practices", or tips and tricks to improve profitability and efficiency, among our clients. Some of our newer clients, who were not clients then and did not participate in those programs or PROFITuniversity, have expressed an interest in learning more about them.

We have developed a free program to help our clients better understand how the most-profitable retailers in this country do it. We have started an Audio CD series with several of these "Best Practices" on each CD, so that you can listen to them in your car. We have already sent volumes 1 and 2 to our clients. If you didn't get one, or need more copies for your employees, just let us know. Also, another part of the program involves faxing or emailing additional great ideas every month. Please give us a call if you'd like to get on the mailing list to receive these. Not only are they great for your own in-house training programs, but if you keep them in a binder, over time you will develop a wonderful reference source for solving the challenges that will arise as your business grows.

Also, if you would like additional information on our

salespeople are pretty much on their own. It's usually them, and the product. Most training efforts in the area of how to sell fail to have any long-term affect.

A Strategic View



Looking strategically at your business means assessing all aspects of your business environment. This includes your personal vision of your company and what you want from it,

through a complete assessment of your competitors' strengths and weaknesses, the market conditions you're operating in, and how you can take advantage of these conditions.

When this process is done well, you'll develop a strong "WHY?" statement around the way you want your business (your people) to engage your customers. You'll take full advantage of your competitive strengths, and you'll see the need to develop clear competitive differentiation. You'll develop management strategies and systems that match your competitive differentiation strategy, and these will be aligned with why you do the things you do.

In this environment of "why we do the things we do", the required systems, processes and skills required to deliver on the strategic promise will be aligned, and training performed in this kind of aligned company structure will stick. For example, when sales training teaches salespeople how to engage customers in new ways, behavioral changes are required. If management systems and coaching are in place to support these changes, you'll be far more likely to be successful in making your training investment pay off on the floor.

How We'll Help You

PROFITconsulting will help you use strategic thinking in ways usually reserved for the largest companies. We specialize in small business consulting, and we always have the same goal for

PROFIT*groups* (small groups meeting in content-rich sessions in Las Vegas and other vacation spots) and

PROFIT*university* (this year's is in Orlando in June) programs, simply call or email info@profitsystems.net and we will get an information packet off to you immediately.

our clients: Maximum sales revenue and double-digit profitability.

PROFIT*consulting's* Strategic and Organizational Development programs, combined with our SMART*selling* custom training program will help you capture a larger share of your market, and a larger share of your customers' expenditures on home furnishings.

You'll be better organized, more aligned, and goal-driven, and your company will be a better place to own and to work.

Call Joe Capillo, toll-free, at 866-298-3543 for more information on how to get started.

Take the PROFIT*groups* Test!



How do you answer the following questions?

- Is your net profit less than double digit?
- Are you running out of good ideas for effective advertisements?
- Are you tired of missing the winners at market?
- Do you have questions that are never addressed at seminars or conferences?
- Do you wonder how your financial statements compare to retailers like you?
- Do you wish you had a similar retailer to compare new ideas or strategies?
- Do you wish you could learn eight to twelve field-proven Best Practices from other furniture retailers?
- Are you tired of working in your business rather than working on your business?
- Do you have goals, but no process to complete your goals? Do you find yourself setting the same goals each year?
- Do you need a surrogate Board of Directors for your business? Would you like a trusted group of store owners who will encourage and support your goals?

If you answered yes to any of these questions then PROFIT*groups* is meant for you. Through the use of "best-practices" groups you will learn how to make 10%, or more, pretax profit! PROFIT*groups* will take your

business to the next level by networking with other non-competing, progressive business people like yourself.

If you'd like more information on how PROFIT*groups* can improve your bottom line, please contact Bill Dugan at BillD@profitsystems.net.

Are you interested in receiving PROFITsystems E-Communicator?

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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 PSI, this is the place to find it. In conjunction with our website www.profitsystems.net, 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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