



PROFITsystems E-COMMUNICATOR

Calendar

March

- 3rd - 7th - Daily Process Training Class

April

- 7th - 13th - High Point Market, Main Building - 12th floor, Space 42
- 14th - 18th - Daily Process Training Class
- 21st - 22nd - Advanced Retail Education Class: Accounting and Financials; Understanding Metrics
- 22nd - 24th - PROFIT *groups* Thomasville group - Los Angeles, CA

May

- 5th - 9th - Daily Process Training Class
- 26th - PROFIT *systems* CLOSED for Memorial Day

Daily Process Training Class

For more information about our classroom training and to make your reservation, please contact Dawn at 800.888.5565 or dawnu@profitsystems.com.

2007 Annual Survey Results

Dawn Urbanowicz, Customer Satisfaction Agent

"Times are tough". "The economy is tight". "Sales are down". These are comments we hear from home goods retailers over and over. As an organization, PROFIT *systems* strives to provide you the tools and resources to manage your business more efficiently and profitably to weather the current economic challenges. One of the ways we gauge our products and services is through our annual survey. For 2007, we asked you to rate PROFIT *systems* on:

- PROFIT *professional* - how well does it work for your business and what would you like to see added or changed in the software?
- PROFIT *systems* - are you receiving the highest level of support from the organization, the people, and our service?
- PROFIT *freight* - are we saving you money on your freight and do you find the service beneficial?
- PROFIT *university* - are we providing the training tools and resources necessary to help you fully use PROFIT *professional*?
- PROFIT *groups* and PROFIT *consulting* - are you aware of these business services and what impact do they have on your business?
- We asked you to rate other PROFIT *systems* resources and services such as: Customer Care Center, bar coding, custom forms ordering, communication tools like the eCommunicator and the client area of our web site at www.profitsystems.com.

You told us how PROFIT *professional* works for your business model. Clients reported tools such as auto markdown, best sellers reports, cash flow, and inventory management reports help effectively manage business operations. Many clients noted that we could improve areas like the reporting module and more user-friendly interface options. We are listening! The improvements you will find in PROFIT *professional* 11.3's reporting are based on your input. You told us what features you would like to see added, like "being able to split the bar code labels by purchase order rather than individually". Did you know that we submit and track your feature requests for future versions?



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

Attention: Trend Micro Users

Les Kush, Director of Systems Support

Systems Support identified a slowness issue caused by the anti-virus software company Trend Micro ("PC-cillin"). Apparently, they put out an update that was bad. They have since corrected it, but for those that didn't get the word and have experienced very poor performance from some of their business applications, such as PROFIT *professional*, there is a solution. We called Trend Micro support and they offered the following instruction: Update your Trend Micro server scan engine and all your Trend Micro clients or roll back to an older version. Please [contact Trend Micro support for further information](#).

**PROFIT *systems*
Promoted Phyllis
Bosco Zaepfel**

PROFIT *professional* 11.3 boasts 245 enhancements and features requested by our clients. We have already created a list of clients that would like to switch to 11.3 as soon as possible and have started converting them. If you would like to be added to that list so that you can start taking advantage of all of the newest features available, please contact our Conversion department at conversions@profitsystems.com.

The highest ratings on the survey were for our PROFIT *systems* employees, specifically the Systems and Software Support departments. How can we improve our support? We ask you to complete quick surveys for many of the closed support calls while the call is fresh in your mind. It's your opportunity to rate your experience with the representative and the resolution of your question.

Over half of the respondents reported higher than expected savings and helpful assistance with freight issues as members of PROFIT *freight*. This service is available to you at no charge as a PROFIT *systems* client. Our annual savings packets just went out with one company saving almost **\$62,000** and several others saving over **\$10,000**. If you are not currently signed up to participate in this program, please contact us at 866.754.4650 or freight@profitsystems.com. Your feedback lets us know how we can improve our freight offerings to provide additional shipping services and savings.

We learned you would like additional training options, such as advanced reporting classes and Customer Care Center training. In response to last year's surveys, we began offering PROFIT *university's* Advanced Retail Training, which has been a huge success. This year's topics include Accounting/Financials, Sales Training and Advertising, Human Resources, and Warehouse and Inventory Management. Check our web site for dates/registration for these courses or email conference@profitsystems.com.

Clients who use premier business services, such as PROFIT *groups* and PROFIT *consulting*, reported the highest level of software utilization, profitability, and overall satisfaction. Clients commented, "We have implemented many new ideas for attracting customers and motivating our employees" and have "put new systems in place to get the maximum benefit out of the software's capabilities".

We value your feedback very much. So much so, that this year we offered two prizes as a token of our gratitude. The grand prize winner of a \$200 support credit was Gary and Phil at Brown Furniture in West Lebanon, NH. The winner of the gift basket was Dana at McQueen's Interiors in Morehead City, NC.

We promoted Phyllis Bosco Zaepfel to Vice President of PROFIT *groups* after years of exceptional service, according to Jeff Niskern, company president. Phyllis brings more than two decades of retail furniture experience to PROFIT *groups*. She has held positions in sales, IT management, distribution management, system implementation, and customer relationship management.

"Phyllis' commitment to retailers along with a desire to help them improve every aspect of their businesses is invaluable", stated Niskern. "Her ability to foster an environment of camaraderie has taken PROFIT *groups* to new levels and the title better suits the hard work and dedication that she has put forth."

In addition to her work at PROFIT *systems*, Zaepfel is Director of Networking for WithIt and is currently chairing the Withit WOW awards as she has for the past two years. She has also been a featured speaker in the NHFA's retailer education series at a number of market events.



Coaches Corner by PROFIT consulting

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

We also received feedback that we should conduct the Annual Survey a different time of the year (not during year end). That made sense, so this year, we will send the survey to you in October. Also, this was the first year we offered the survey on the internet and 75% of you responded on-line. Short of sending a survey about the survey, please feel free to contact our Customer Satisfaction agent, Dawn Urbanowicz at 800.888.5564 or dawnu@profitsystems.com, with your comments, concerns, suggestions, and questions about any PROFIT *systems* product or service.

Thank you to everyone that participated in this year's survey! We appreciate your business and we will continue to improve our software and services so that you can work *on* your business, not *in* your business.

We are glad to have you in the PROFIT *systems* family and look forward to a spectacular 2008!

Listen to Jerry Epperson on GMROI

David McMahon, Business Coach

In the January 28th issue of Furniture Today, industry legend, Jerry Epperson, writes in his article, "An Insiders' View":

"GMROI: To fail to ask about extended terms, quick-pay discounts, quick-ship programs, and methods to keep your inventory levels as low as is practical, is like giving away cash. Please understand that most furnishings that are available at a deep discount are that way for a reason. Ask why."

I could not agree more. GMROI should be a primary focus of your business. It is the ability to make as much money from your inventory investment as fast as possible.

Use my CASHFLOW method to take action on improving GMROI:

- C**hecks your metrics often.
- A**dvances your team through education
- S**pots your best items, categories, and vendors.
- H**ot items are your first for ordering.
- F**lushes out your dogs, fast.
- L**everages your systems for new buying.
- O**perational excellence in tracking your merchandise.
- W**in with follow-up.

Last year, I delivered this seminar to PROFIT *groups* members. If you would like more information on this,

- [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.

please contact me at davidm@profitsystems.com.

5 Facts about Bar Coding

1. To save your scans in batch mode, you should exit out of the bar code programs on the scanner. Exiting creates your scan file and eliminates the possibility of losing your scans if the scanner goes down.
2. To check to see how many scan files you have on the scanner, dock your scanner. When active sync connects, click on explore in the active sync screen, then click on my mobile devices. The scan files will show on this screen as .xml files.
3. "Mark as Missing" during a bar code physical inventory is used for cycle inventory with unique bar code ID items. This allows you to track your negative quantities first before reconciling your counts.
4. Did you know that you can specify price 1, 2, or 3 to print on your bar code labels? Under Preferences/Users/Bar Coding, you can mark what price you would like printed on the labels.
5. Did you know that you can print your company name on the bar code label? Under Preferences/Profit Center/Sales/Sales Printing, change the company field under cash receipts to your store name.

Contact Software Support at 800.888.5564 or support@profitsystems.com with any questions.

PROFITsystems Second Colossal Meeting, is a Hit

Meeting Theme: "Business in Changing Times - Maintaining the Edge and Profitability"

PROFIT *systems*, Inc. hosted their second Colossal meeting for PROFIT *groups* members during the Las Vegas Market. The meeting was facilitated by Phyllis Zaepfel, Vice President of PROFIT *groups*. In attendance were sixty members representing 25 stores. This year's theme for the two day meeting was "Business in Changing Times - Maintaining the Edge and Profitability". The agenda was designed to energize independently owned home goods retail stores, as several of the speakers and panels deal with issues particularly relevant to them.

The Colossal meeting took place Thursday, January 31st and Friday, February 1st, at the Excalibur Hotel.

Topics included "Re-imagining Your Business to Improve Retail Sales", "Harnessing the Power of the Internet", "The Bright Future of Independent Business", "What's New - What's Next", and more. Exploration of financial case studies, industry insights, and best practices offered by the attending members made this years Colossal meeting the most successful one to date. Speakers include: industry veteran Sev Ritchie of FurnitureDealer.net, Kelly Peterson of Hearst Integrated Media's, Gary Kitchen of Chordus, David McMahon and David Lecher, both of PROFIT *consulting*, and others.

Each day began with a continental breakfast, included five different speakers and panels, as well as a networking lunch. Thursday night the PROFIT *groups* members continued their networking with dinner and entertainment at Excalibur's Tournament of Kings.

"We love coming and participating in our PROFIT *groups* meetings. They are great for helping us look at our operation from a different and critical perspective. It has given us the courage to change things based on other members experience and recommendations", stated Joel Harres, owner of Harres in Columbia, IL.

Patrick Young, owner of Patrick's Furniture Mart in Cape Girardeau, MO declared that, "This was my first meeting and it was extremely exciting. Working with others to solve similar business issues is an incredible learning experience. It helped me realize the depth of PROFIT *professional* and how it can help us on so many levels from financials, sales training, inventory management, to networking with other retailers. "

PROFIT *systems* is a leading provider of home goods management software, consulting, and retail business solutions. Software features include fully integrated inventory management and accounting systems. PROFIT *systems* was also recently ranked in Inc. 5000's inaugural list of the 5,000 fastest growing businesses in the United States.

The PROFIT *systems* E-Communicator is your best source for news and information on PROFIT *systems*, technology, and the retail furniture industry. If you need to know about our conferences, software, or just what is new around the halls of PROFIT *systems*, 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 PROFIT *resource* Center, please sign up at our home page today!

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