



PROFITsystems E-COMMUNICATOR

Upcoming Class Schedule

- November 7-11
- December 5-9
- January 9-13

Call 800.888.5564 or email karim@profitsystems.net to sign up.

Calendar

Our office will be closed on Thursday, November 24 for Thanksgiving.

Did You Know...

Michelle Michaels, Software Support Specialist

...that past newsletters are available on our website? Just go to www.profitsystems.net, login at the top of the page, then click on "Downloads/Upgrades". They are at the bottom of the page under the Newsletter heading (in .pdf format).

PROFITsystems Extraordinary Customer Service and Support

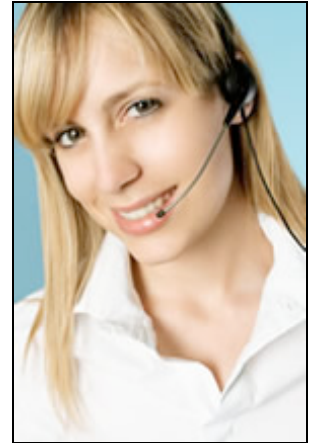
Kari Mills, Customer Satisfaction Agent

In today's business world, customer service is one of the most important issues that we face. We know that there are other software packages available and that you have a choice. At PROFITsystems, we are all dedicated to providing the best and most consistent customer service possible for you. We feel that as good as our software package is, our service is much better than what you will get with any other software company on the market.

We've heard the horror stories about other software vendors: being on hold forever, leaving messages that never get returned, emails that don't get a response, and of updates that never come. At PROFITsystems, we are proud of the fact that we answer 85% of our calls right away with a "live" technician. We have a dedicated staff to answer your questions six days a week and consultants that will come to your store to help you implement best business practices for your organization. We have over one hundred years of experience in the furniture business and we would like to share that experience with you.

With the advance of technology, it is good to know that PROFITsystems is always working on its software and updating it on a regular basis. These upgrades are part of your maintenance fees and carry no additional cost to you. How many outdated software CD's did you have to re-purchase to update to the latest version (e.g. Microsoft, McAfee, Norton)? This is just another way that our customer focus is better than any other software on the market.

If you have ideas to help us improve, please email us at support@profitsystems.net anytime or complete our annual client survey in December.



In Search of Excellence

Joe Capillo, Director of Sales and Organizational Consulting



Where should improvement begin for your company? And how do you make it happen? We're talking the kinds of improvements that make you a profit-generating giant, that allow you to maximize your market position, and be able to respond quickly to the fast-changing environment in furniture retailing so you can guarantee your future and that of your employees.

Start with a holistic look at your company. Start with your balance sheet. Do you understand every entry on it? Are you able to state with conviction that this important picture of the financial condition of your company is accurate? Has your CPA given you a written statement to that effect? Cleaning up your balance sheet is the critical first step to becoming more profitable, because if you're

looking at the wrong picture, you'll probably make some wrong decisions.

Next, make sure your P & L statement accurately reflects how the business is operating month-to-month and fiscal year-to-date. Remember, you can't improve what you don't measure; so always know where you are. Ensure that your gross margin is correct and is based on landed costs, properly calculated. Be sure your expenses are allocated by business operating area, not lumped together, prohibiting you from seeing a clear picture of departmental effectiveness.

Do you have a financial forecast to ensure that you have a plan to achieve profitability? Keeping your business on track throughout the year means there will be no unpleasant surprises at the end, and you can keep all of your managers working toward the departmental goals that keep revenues high, margins high, and expenses low. If you don't have a one, three, and five-year financial forecast, you're drifting and managing what happens instead of making things happen.

What about inventory management? Is your total inventory inline with the most profitable furniture companies - under 20% of sales? Are you bogged down with so many poor sellers (dogs), that you're in a cash crunch? You've already got the best system in the business to help you bring this under

control, but are you using it to its fullest potential to make you a profit-generating giant?

How about the top line – sales revenue, the thing that starts everything? Are you maximizing your return on customer traffic? Do you know your three most important sales metrics: traffic, close ratio, and average sale? This is the stuff that leads to the top line on your P & L statement, and provides all the funding for everything you do. Remember, you can't improve what you don't measure. Do you have specific, documented selling strategies and management systems to ensure maximum revenue from all of your salespeople, all of the time?

PROFIT*consulting* has solutions to all of these critical business issues that you face every day and no one knows how to make our system sing better than our team of furniture industry experts. Call us today at 800.888.5565 and let us help you work on your business, instead of just in it.

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 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 PROFIT*resource* Center, please sign up at our home page today!

Michelle Michaels, Editor

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