



E-Communicator for November 6, 2007

PROFITprofessional Version 11.3 – Best of the Best

Krissy Lanza, Conversion Specialist

PROFITprofessional version 11.3 is set to debut soon; are you ready for it? Now is the time to start the conversion process and reap the benefits of our latest and greatest features. Take a look at some of the newest additions to PROFITprofessional version 11.3:

Merchandise Delivery

Delivery Finalization

The last stage of the delivery process just got easier. It is now a one-stop-shop for the finalization process. In the new delivery finalization screen, you can bring up all of your sales for a specific delivery date and deliver via code, add cash, and mark the sales for billing. Didn't deliver all the items? Drill down and unselect those items. The only thing remaining is to click the post button.

...but what about the picking process? Read on....

RF Merchandise Picking

The delivery picking process has been added to our radio frequency (RF) bar code solutions. The new picking process allows for a paperless system of picking your merchandise. The RF scanner will advise the warehouse personnel which item needs to be picked next and will automatically swap the items if the wrong bar code label is selected. With this new process, picking merchandise for delivery is easier and less prone to errors due to real time validation of what is picked, ensuring the right item is selected for the customer.

Management Tools

12 Month Financials

Need a quick way to compare your past 12 month's financial information? The new 12 month financial statements can help. The 12 month financials will allow you to print from 1 to 13 periods (depending on your accounting periods) of financial data so you can review the information side-by-side. You can also export the financial data to Microsoft Excel for your own custom

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Calendar

November

- 5th - 9th - Classroom Training
- 22nd - PROFITsystems Closed for Thanksgiving

December

- 3rd - 7th - Classroom Training
- 24th - PROFITsystems Closed at 3pm on Christmas Eve
- 25th - PROFITsystems Closed for Christmas Day

PROFITuniversity Classroom Training

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

processing.

QuickBooks Integration

Effective with PROFITprofessional version 11.3, your ledger distributions can be exported to QuickBooks. This allows the best of both worlds. You can operate your business completely within PROFITprofessional and when it comes time for your accountant to complete your financial statements, you can provide your general ledger information in a format they are more familiar with. Exporting to QuickBooks eliminates double keying by the accountant.

Sales Analysis

Sales Analysis has improved! You can find it in the same place, however it no longer launches and uses Microsoft Access. The reporting is now done within PROFITprofessional. One great benefit is that multiple users can run Sales Analysis at the same time. Another benefit to including the Sales Analysis within PROFITprofessional is that the new standard printing features, such as "Scheduled Printing" and "Emailing," are available.

Of course, these are just some features that have been added. If you have questions about the conversion process, please contact our Conversion Specialist at 800.888.5564 or conversions@profitsystems.net.

Improve your Business with the PROFITdelivery Routing System

David McMahon, Business Consultant

A delivery routing and mapping system is now available from PROFITconsulting.

Up to now, delivery routing software has been cost prohibitive for many retailers. Now, PROFITconsulting has developed a system that routes and maps your deliveries and service calls from your data. With PROFITdelivery Routing, you can easily generate a daily report and export it to an included mapping program. The best route and directions are recommended for your delivery crew and you are provided with unmatched efficiencies and controls. Now any retailer can route like the "big boys". The benefits are massive!

This type of routing system has proven to provide these benefits:

- It saves your warehouse managers time in determining the route for each truck, daily.
- It saves on delivery expenses such as gas, oil, and repairs due to the best route being recommended.
- It extends the life of your vehicles because they will only

800.888.5565.

PROFITgroups

We are looking forward to seeing our PROFITgroups members at the next meeting. If you would like more information, please visit our website. If you are considering becoming a PROFITgroups member or would like references, contact us at phyllisz@profitsystems.net or 800.325.2018.

YEAR-END LICENSE SALE!

Terry Nelson, VP of Sales and Marketing

Save \$300 per license during the month of December! Prepare now for your busy season. Call PROFITsystems' sales department today at 800.888.5565 and ask about our two-payment option. Buying ten or more licenses entitles you to an even greater discount!

Pass it on

If you know someone who may be interested in receiving this newsletter, you can easily [forward up to five copies](#) at once.

The report that is generated will show sale and delivery dates, delivery codes, all stops, piece counts, cubes, backorder status, locations, and whether the delivery ticket is partial or complete.

3. Import into the mapping and routing software provided.

The software will recommend the most efficient route according to parameters that you will have defined with the consultant in the setup. You can then review and change your stops if desired

4. Print the route for your delivery crew.

5. Print the route summary. The warehouse manager can use this along with the manifest as a cost control check list.

PROFIT*consulting* is currently providing complete implementation and training packages that combine distribution management and the PROFIT*delivery* Routing system.

Contact Wayne at wayne@profitsystems.net, 719.332.9824, or David at davidm@profitsystems.net 719.330.8583.

Special Introductory Offer: First 10 emails or calls will receive a 10% discount on the system and implementation!

RoomChoices Brings One Truck Per Week

Bill Harrison, President of RoomChoices

How would your business change if all of your furniture orders came on one truck at the same time every week? Would this change the cost of operating the warehouse or simplify the scheduling of your delivery personnel? RoomChoices delivers all of the furniture available from 12 manufacturers to your dock on

a scheduled delivery run each week. The manufacturers don't wait to put a truck together to build or ship your orders. If it's in-stock case goods, you receive them very quickly. If it's custom upholstery, you don't have to wait to build a 12 seat order (or even a two seat order). In the RoomChoices program, you can order in any quantity from any of our manufacturers and know that it will get to you quickly and damage free - and you'll know when it's coming. All pricing in the program is landed to your dealer's dock. You can use the convenient electronic catalog to view product pictures, specifications, and pricing for all of the manufacturers in the program.

RoomChoices has seven operating dealers and is looking for new dealer partners. We help you set up a 3,000 square foot gallery within your showroom with a look that will expand your selection, not copy it. Our manufacturer partners: Klaussner, Somerton, Hickory Hill, Moroni Leather, Highland Designs, Berklene Family Dining, Imax Accessories, Accents Beyond, Surya Rugs, Martin Furniture, CraftMaster, and Dalyn Rugs, provide a wide selection of merchandise that can expand the look within your showroom whether your focus is contemporary, transitional, or traditional furniture. The program broadens the look of your showroom, simplifies your ordering and receiving processes, speeds delivery on orders, and brings everything to you on one truck at the same time each week.

If you have an interest in RoomChoices, please call Bill Harrison, President of RoomChoices at 866.912.8080, ext. 101, or talk with Janice Johnson or Phyllis Zaepfel at PROFITsystems, 800.888.5565.

Tech Tip: Microsoft Word Merge

Les Kush, Director of Systems Support

Microsoft Word can disrupt PROFITprofessional's unique ability to merge selected data into letters and price tags. The Microsoft Word application can possibly prevent you from merging with a message similar to this:

"The MSWord merge process was canceled and might need additional attention. MSWord or MSAccess may need to be closed manually or your Letter2k.mdb may need to be properly linked. Requested object is not available."

We've found a possible solution. Microsoft Word may be missing a registry key. Microsoft's knowledge base has a workaround to manually create the key and possibly correct the issue. Please read this Microsoft article for the solution:

<http://support.microsoft.com/kb/825765>.

NOTE: Microsoft's workaround involves modifying your computer's registry. PROFITsystems cannot be responsible for any

issue or problems that may occur from modifying the registry. Make sure to back up the registry before you modify it. Make sure that you know how to restore the registry if a problem occurs. Here is a link for more information:
<http://support.microsoft.com/kb/256986/>

Bowling and Business

Phyllis Zaepfel, Director of PROFITgroups

Article in [Home Furnishings Business magazine](#) on October 2, 2007 read as follows:

Furnishings Spending At Record High as Home Sales, Confidence Fall

Despite plummeting housing sales and declining consumer confidence, consumer spending on home furnishings rose to a record \$422.1 billion in August, up 4.2 percent over year-earlier sales. August furniture spending, at \$87.9 billion, was the second-highest month in history, only exceeded by February results. Furniture spending rose 2.8 percent compared with August 2006 spending. Year-to-date home furnishings sales reached \$415.9 billion, up 3.4 percent over comparable 2006 results, with furniture sales for the first eight months reaching \$87 billion, measured against \$84.2 billion for the same period in 2006. If consumer spending continues at the same pace, 2007 home furnishings sales will exceed 2006 sales by 2.9 percent, with furniture sales up 3 percent. Measured against July figures, August home furnishings spending increased 0.8 percent and furniture sales were up 1.3 percent. U.S. consumer spending figures are collected and compiled by the Dept. of Commerce. Monthly spending numbers are annualized for comparative purposes.

What does this mean for you?

- It means that things are not as bad as many in the industry proclaim.
- It means someone out there is selling your customers.
- It means the glass is half full.

I am a bowler and when I start out the night I begin lining up at the same spot I usually stand and I throw the ball over the same mark or arrow. If I find that the ball goes too far off the mark due to lane conditions, too much or not enough oil, I adjust. I either move where I stand or I move my target arrow, sometimes, I find I must do both. I locate the spot where my standing target and the ball trajectory path work for the conditions of the lane. As the night progresses I generally find the lane conditions change; oil dries up or the pattern shifts. So I find the need to adjust yet

again.

Sometimes, the conditions change very quickly and in many instances, by the time I start changing things again, nothing I do seems to work. What I discover is that I must begin my execution all over again. I start over from where I began, in the place I threw that first ball. I really just get back to the basics. Who knew bowling has some similarity to business.

So what does this have to do with getting your share of the projected 3% increase in furniture buying this year?

Maybe you have been adjusting things all along and you are now confused as to what to do next. You have tried different advertising, events, and promotions. You have changed the pay scale for commissions to entice your sales force. You may even have redecorated and improved the inside and outside of the store and it seems nothing helps to bring in traffic and to close sales.

Maybe it is time for you to start all over again from the beginning by doing the things that are basic to the success of all home goods retailers.

I propose you begin with the time tested, proven, and very successful **5 SMARTsteps**:

- **S**pot your winners and losers
- **M**aintain your winners in stock
- **A**uto markdown the losers
- **R**eward higher gross margins
- **T**arget your customer base

This will guarantee that you have traffic, by bringing in those customers who have already purchased from you. It will assure that you have the best selling goods proven to be what your customers want. It will keep your inventory in check by having those things that are not selling systematically marked down to rid yourself of the dogs. Your salespeople will be aligned with the stores goals of making higher gross margin and be rewarded with higher paychecks.

You can get in on all of this and more!

As Director of PROFITgroups, I have the privilege of working with some of the most successful and profitable retailers in our industry. I can tell you with utmost certainty and without exception, those doing these five basic things continue to prosper and show a profit on their bottom-line despite what the majority of our industry reports. For them, things are good or at least not without hope.

They also have in place some of the most intriguing and successful best-practices to guarantee they stay on top of changing trends. They have expenses under control and they

are making money - in many instances, double-digit profits!

If you would like to learn how these retailers are maintaining their place in their markets and learn the secrets of success from those who are prospering, in spite of what many call a down-market, contact us today.

We are making plans for our first meeting of the year and our 2nd Colossal meeting to be held in January in conjunction with the Las Vegas Market.

You are already ahead of most as you are partners with PROFITsystems providing a "Total Retail Success System" through PROFITgroups, PROFITprofessional, PROFITconsulting, PROFITuniversity, PROFITfreight, and PROFITservices. These business units make available to you best-practice solutions designed to maximize cash flow and profitability. Questions can be directed to Phyllis at phyllisz@profitsystems.net or 800.888.5564

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.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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