



PROFITsystems E-COMMUNICATOR

Upcoming Class Schedule

- October 10-14
- November 7-11
- December 5-9

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

Calendar Items

October 17-18th

Lee Rychel, Senior Operational Consultant is speaking at the MEGA Conference in Toronto. He will cover:

- How to use PROFITprofessional to set up customer service to track in-home and in-store service
- Ordering Parts
- Managing Charge-backs
- Freight Claims
- Warranty Replacements

For more information, contact Michael Vancura at MEGA: 800.361.5928 x230 or mikevancura@hotmail.com

October 20-26th

High Point Market

Did You Know...

Michelle Michaels, Software Support Specialist

...that we have several great speakers available for your furniture industry association events? All of our speakers provide a wide range of timely topics.

Janice Johnson, Senior Project Manager:

- Bar Coding
- Customer Care Center (CCC)
- Customer Service
- Electronic Data Interchange (EDI)
- Staffing, Coaching, Hiring
- The direct impact of PROFITprofessional

Joe Capillo, Director of Sales and Organizational Consulting:

- Organizational Accountability
- Sales and Sales Management
- Sales Performance Management

Leland J. Rychel, Senior Business Consultant:

- Auto Markdown (SMARTsteps Inventory Management)
- Custom Price Tags
- Customer Follow-Up Mailing
- Customer Service Setup and Implementation
- Reading PROFITprofessional reports

Preview the Customer Care Center at High Point

Joe Capillo, Director of Sales and Organizational Consulting

Last month, we told you about the newest addition to PROFITprofessional, the Customer Care Center (CCC): a fully integrated sales management system aimed at helping you better manage the sales activity in your stores. We'll be demonstrating this powerhouse system at High Point in October. We will show you how, by combining the CCC with our new CHARISMA^{selling} sales training and sales management system, you will get dramatically more sales from your existing consumer traffic than you ever have before. These incremental sales can be your most profitable sales because they come from existing traffic and this is the first principle driving our development of CCC.

We're all very excited about this new addition to PROFITprofessional, and I want to remind you of its important features:

- The Customer Care Center is **free** to existing PROFITprofessional clients. All you will have to do is upgrade to version 11.1 (available Fall 2005).
- Automatic tracking of all sales floor activity and all customer contacts. You'll know of every opportunity that your salespeople have and you'll be able to understand more about the customers that DON'T buy than ever before.
- Automated sales performance data reporting so you can quickly identify performance problems, then train and coach for improved performance.
- Automated customer follow-up reminders through our Priority List calendar to encourage non-buyers to return to complete their purchase, rather than going to your competitors.
- Traffic reports that will show you how many salespeople you need and when to schedule them to work for optimum sales floor coverage.
- Sales order entry through the CCC for either point-of-sale or back-office order entry operations, with Customer Central making all customer history available in one place with no time-consuming system navigation.
- Automated traffic counting at the store entrance. It's optional, but critically important.

We're expecting a lot of interest in this new software and training. We want to accommodate everyone. If you can make an appointment to meet with us at High Point for a demonstration, we'll ensure that no one is disappointed. I am also scheduling appointments after High Point.

Please contact me at joc@profitsystems.net, and I'll be glad to set your appointment.

Spyware

Reuben Michaels, Systems Support Technician



In the current age of technology, many people are given access to a flurry of information at unthinkable speeds. As Uncle Ben once told his nephew Peter Parker a.k.a. Spider-man, "With great power, comes great responsibility". As we are given more and more power of information, it becomes necessary to learn to use it responsibly. Even now, the tools we use are being hijacked, but not in the same malicious way that we once used to define 'hijack'. While identity theft is usually something that can be noticed quickly when it involves our finances, other smaller seeds of it can most likely be found on your own computer. These seeds, termed 'spyware,' may seem harmless at first and are usually noticeable by a few pop-ups here and there advertising some

new technology or even a tool to remove supposed 'spyware.' However, like most seeds they grow and open the door into your computer for more 'spyware,' possibly leading to a virus. This could result in the loss of data on your computer and even those connected to it.

The good news is that it can be prevented before it gets to a harmful stage with a little knowledge and maintenance. Some of the symptoms that indicate your computer may have spyware are: advertisement pop-ups, sluggish speeds, loss of network connectivity, programs working incorrectly, internet browser 'search' tool bars, internet browser home (start) page redirection, as well as many others. There are several tools that are freely available for download and use that accept donations, including [Ad-Aware \(http://www.lavasoftusa.com\)](http://www.lavasoftusa.com) and [Spy-Bot Search & Destroy \(http://www.safer-networking.org/en/index.html\)](http://www.safer-networking.org/en/index.html). Also, if the computer receives a pop-up, hit the X at the top right to close the window instead of using the buttons that exist on the actual pop-up.

This is a national issue that currently has garnered so much attention that a committee from the House of Representatives has been formed. The committee's ranking Democrat, Rep. Jan Schakowsky of Illinois, had this to say about the issue, "People are increasingly finding their home pages have been changed or their computers are sluggish," she said. "Their computers are no longer their own, and they can't figure out why." Now you know why, and per G.I. Joe, "Knowing is half the battle!"

- Understanding the General Ledger in PROFIT*professional*

Terry Nelson, Director of Sales:

- Inventory Management - Why is GMROI vital to your business?

Toni Lester, Senior Sales and Organizational Consultant:

- House calls and projects
- Organizational Development
- Sales and Sales Management

and they can't figure out why. Now you know why, and per G.I. Joe, knowing is half the battle:

The Chinese Challenge

Joe Capillo, Director of Sales and Organizational Consulting



On the front page of [FurnitureToday](#), (September 5, 2005) is an article titled "Chinese mfr. to open stores". The Chinese manufacturer story is the most significant piece of news in the recent past. This is the *first* such venture by a Chinese manufacturer (Simplified) and there will be more to follow. They're coming in with licensed stores and galleries. Soon, one of these ventures will go direct to ground, and bypass local investment.

The sea is changing; be ready to face this kind of competition. We want to see all PROFIT*systems* clients in the strongest possible position. Here are some ideas about what you can do to firm up your competitive position and be prepared to compete:

- Get your financial house in order. Be sure your financials are in perfect order, truly reflecting the condition of your company. If you are showing profits on your P&L, but are chronically short of cash, let PROFIT*consulting* help you understand how to turn the situation around.
- Get your inventory completely under control. Seek to be at the lowest possible level – well under 20% of sales – and turn your stock quickly. Reduce your poor sellers quickly, and protect your margins while doing it. Be SMART!

These two things, more cash and low inventory, will put you in a position to move quickly to new, alternate sources for both faster delivery and higher margins. Don't be dragged down by high inventory and low cash.

Get your selling system in line with what today's consumers want. Work on delivering a high-quality experience along with your products. There is ample research regarding what customers want from stores that they're not getting now. Lock your customer base into *your* store, *your* services, *your* product, and stop giving them up to your competitors. Make them come to you first for their entire home furnishing needs.

Come see us at the PROFIT*systems* space at High Point for more specific answers to this coming competitive challenge. You'll be very glad you did.

PROFIT*freight*... Time to Start Saving!

Layla Perry, Director of PROFIT*freight*



How much time do you spend shopping and negotiating the best deals on your freight? If you don't have a full-time person doing this, then we have some fantastic news for you. You are spending too much money on your freight and we can instantly lower your freight expense!

PROFIT*freight* serves as a freight buying group for current PROFIT*systems* customers. We offer a variety of services including preferred carrier discounts to participating members. You can start receiving PROFIT*freight* preferred carrier discounts within 30 days, just by signing up!

Contact one of our freight specialists at 866.754.4650 for details on how we can save you money.

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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