



PROFITsystems E-COMMUNICATOR

Upcoming Class Schedule

- September 12-16
- September 26-30
- October 10-14
- November 7-11
- December 5-9

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

Joe Capillo, Guest Speaker at New England HFA

Joe Capillo, our Vice President of Sales and Organizational Consulting, will be speaking at the New England Home Furnishings Association on September 28th at the Foxwood Casino in Connecticut. For more information, call 866.298.3543.

Form Questions?

Gwen Keffel, Special Projects

Do you have questions about ordering pre-printed forms? Would you like to request a Sample Forms packet? Or, would you like to reorder the forms that you currently use? You can now email us at forms@profitsystems.net with your request. Please remember to include your customer name and number in your email, and for reorders include a brief description of your reorder. Of course, if you would rather talk to someone directly, you can still call us at 866.754.4652.

Did You Know...

Michelle Michaels, Software Support Specialist

...that our PROFITsystems family includes five Labradors, three Cocker Spaniels, two Golden Retrievers, two Jack Russell Terriers, and even some that we're not sure about? One of the many benefits of working at PROFITsystems is that we can bring our dogs to work every day and others are just part-time. Whether they are full-time or part-time, they all know which employees keep treats at their desk.

Viva Las Vegas!

Terry Nelson, Director of Sales

Everyone knew that the inaugural World Market Center in Las Vegas would be a success, but few imagined the level of excitement it would create! With about 53,000 people in attendance, showrooms were full and business exceeded

Hurricane Katrina

Jeff Niskern, Senior Vice President

As the United States reels from one of the worst natural disasters in our history, our thoughts go out to our clients, family members, and friends that live and work in Louisiana, Mississippi, and Alabama. We all hope for quick relief and recovery and want to do as much as we can for strangers and friends alike. To this end, PROFITsystems purchased a truck and trailer load of water, batteries, and cleaning supplies, which was sent to the New Orleans area on Thursday, September 1st. We encourage everyone to help either through local charities and groups or national organizations such as the Red Cross (<http://www.redcross.org/>).

We have also been trying to contact each and every client in or near the disaster area to offer assistance and help. We have spoken to a number of clients who have been spared, and some that have damage, but are okay. At this time, we have not been able to reach some clients in that area and we ask for everyone's thoughts and prayers that they are safe.

If you are in Katrina's wake and need assistance of any type, please contact us and we will do anything we can from making phone calls, to coordinating with insurance companies and getting your operations back up and running.

Success is Just 12 Weeks Away with the GSR Program!

Kari Mills, Customer Satisfaction Agent

Do you want to be successful with your new PROFIT*professional* software? Of course you do!

We have developed the Getting Started Right (GSR) program to assist you. This step-by-step approach is designed to help you with installing and implementing your new software and minimize frustration and mistakes. The GSR program guides you through the implementation faster, ensuring that you are making the right decisions based on proven methods. Any time you can learn from someone else rather than making the mistakes yourself, you are ahead of your competitors.

Once beginning the GSR implementation, I will contact you regularly to make sure you are getting the assistance you need from us. I will ensure that your questions get answered by the right subject matter expert, suggest ways to help with staff motivation, and assist in scheduling training. Constant contact is absolutely necessary to make this work. We have a field-proven timeline for implementation that has worked for hundreds of other clients and we know it can work for you as well.

The GSR program is the most important step in installing our software. You've made a commitment to increase your effectiveness and earning potential. Don't make costly errors! Save your time and your money by following this proven method. Learn from others and take full advantage of the GSR program. I look forward to talking with each one of you in the near future. Please call me at 800.888.5564 or email me karim@profitsystems.net with any questions.

Bill Dugan, along for the ride!

Dana Stinson, Consulting Coordinator



In the July E-COMMUNICATOR, we told you that Bill Dugan, the former Director of PROFITgroups, lost his fight with cancer. As a follow-up to that article, we have a touching story of his legacy. A PROFITsystems client, Joe Hules of Thomasville of Las Vegas, knew Bill and recently dedicated his Ironman competition (2.4-mile swim, 112-mile bike, 26.2-mile run) to Bill Dugan.

"I met Bill Dugan about 10 years ago and we kept in touch ever since. The last two years, we worked more closely together with PROFITgroups. Actually, Bill was the runner, not me! I was always impressed when he used to run the San Francisco 'Bay to Breakers'. The only time I got to run with him was during the NHFA/WHFA Convention in May 2000 in Phoenix. Bill was excited and more than supportive when I started doing this triathlon craziness 3 1/2 years ago. I was getting ready to leave for my first Full Ironman when I heard that he had lost his fight to cancer. So, I decided to take Bill along for the ride!"

As you can see in the picture, Joe put Bill's photo on the race tag that he wore during the Ironman and finished!! (A larger picture of his race tag has been inserted to the right of the photo of Joe crossing the finish line).

We thought this was a special story to share with all our

expectations. PROFITsystems showcased our newest software, PROFITprofessional 11.0, to a continuous stream of attendees in our exciting new display space in the Western Home Furnishings Association's Retailer Resource Center. The smiles on the faces of both retailers and vendors were sufficient evidence of a highly successful market for all.

clients. Even though we have a tragedy within our family, there is always a rainbow after the storm that brings a smile to your heart. Congratulations to Joe Hules for finishing one of the toughest races there is – the Full Ironman!

Three Types of Shoppers

Joe Capillo, Director of Sales and Organizational Consulting

Here's a theory that might help you think differently about your selling strategy: There are fundamentally three types, or classifications, of shoppers who come to your store.

The first group, representing about 20% of the total, are the "easy-to-sells". If you have a pretty store, good selection in stock, something on sale, good financing, short wait times, and nice salespeople who can close the sale - they'll buy. Roughly 20% of all shoppers provide 100% of your business. We know that industry close rates are right around 20% of traffic; some stores are a little higher, some are a little lower.

The next group, representing about 40% to 50% of your total number of shoppers, is different. They don't respond just to the things that those shoppers in Group 1 do; they need all of that plus something more: *MORE HELP!* They won't buy unless you provide that help. But all of your sales training has aimed at teaching your salespeople how to deal with customers in Group 1, and you have no selling strategy that is based on some clear definition of *MORE HELP!* Some of your salespeople – your top performers – know how to step up their game when faced with a customer requiring more help. These salespeople will have close rates nearing 30% of their opportunities. The majority of your sales staff does not know how to do this, or worse, don't want to work hard enough to satisfy those tougher customers.



The third group consists of customers who have a lot of money to spend, but won't spend it unless they meet a salesperson who will make a house call and will really work to help them solve their total decorating problems. These customers may actually buy one or two items at a time over a very long period, but they would be willing to spend more if someone would simply give them *MORE HELP!*

For information on how to solve this problem and how to provide more help to your customers, call me at 866.298.3543.

Use the Event Viewer to Identify Potential and Existing System Problems

Les Kush, Director of Systems Support

Use the Event Viewer in Windows 2000, 2003, and XP operating systems to help you identify potential and existing system problems. The Event Viewer's log is a service that starts automatically and is readily available for viewing.

Although there are more logs in the event viewer, there are two primary logs that are recorded on each of the above operating systems: "Application" and "System" logs. Note: You must be an administrator to view some of the other logs such as the "Security" logs.

The Application log contains events that are logged by an application or program. The System Log contains events that are logged by the system components.

The "Event Viewer" log records different types of events, but for the "Application" and "System" logs there are three types of events you should be familiar with:



Error

This error indicates a significant problem, such as a loss of data or loss of functionality. For example, if a service or driver fails to load during startup, an "Error" will be logged.



Warning

This event is not necessarily a significant issue, but may indicate a possible future problem. For example, when hard drive disk space is low a "Warning" will be logged.



Information

This is not a problem. It is an event that describes the successful operation of an application, driver, or service. For example, when a network driver loads successfully or when system and application updates have been successfully installed, an Information event will be logged.

To view detailed information about the logged event just double-click on the logged event and it will open with a description. You will see that an event ID is given as well as a source. These are useful when searching the internet for a solution and for further explanation of the logged event. There are several web sites that can provide information about logged events. One that we have found to be very useful is <http://eventid.net/>. Note: Logged events usually occur after the problem and the logged event is not necessarily the problem but a result of a problem. This can make it difficult to find and resolve the actual problem.

To get to the "Event Log":

The Windows 2000, XP, and 2003 operating systems allow you to get to the event viewer in multiple ways. One way that is common to all three is to right click on "My Computer" and choose "Manage", expand the "System Tools", then the "Event Viewer".

In Windows XP and 2003, select the Start menu, and select Control Panel. Click Performance and

Maintenance, click Administrative Tools, and then double-click Event Viewer.

In Windows 2000, select the Start menu, point to Settings, and click Control Panel. Double-click Administrative Tools and then double-click Event Viewer.

A New Dimension in Retailing from PROFITsystems

Joe Capillo, Director of Sales and Organizational Consulting

At PROFITsystems, we are always seeking to develop new ways to help you improve your businesses and to produce more profits. We've focused our attention on the front-end of the business with the development of the Customer Care Center (CCC). CCC is our fully integrated, automated traffic counter, UP Board, and customer contact management system. CCC will change the way you think about and manage sales in your stores.

CCC is the first sales management system designed just for furniture stores, by furniture people, and comes completely integrated into PROFIT*professional* version 11.1 at no additional cost. Because CCC is fully integrated, there is no duplication of work or double-keying of data. All of the critical sales performance metrics are automatically captured through the electronic Up Board and are reported on-demand, making coaching for performance improvement more structured and effective.

The first place to look when you want to improve your profits is on improving sales revenue. An incremental sales increase from existing traffic is a critical sales management initiative, but without all the right metrics, knowing what to do is impossible. CCC has been developed to set you on the right course by providing traffic and the individual performance data that you must have in order to make decisions regarding sales management.

The customer follow-up action program, called Priority Actions, allows salespeople to record all future follow-ups, so they will never miss a future call, appointment, or other action with the customer.

In Customer Central, you will be able to access all customer contact history, sales history, and account information with a simple click – no moving between systems or applications.

Best of all, the Up Board and all other features of CCC are available on all computers in your store's network, from the front desk to the warehouse. The salesperson status screen shows where every salesperson is: available, with a customer, out of the store, on a break, or at lunch. You'll be able to see it on any computer, anytime.

CCC traffic reporting enhances your efforts to achieve proper staffing levels, the single biggest cause of store under-performance in our industry. Tracking individual performance of salespeople allows your managers to better target training and coaching in order to help salespeople achieve their goals and the store's goals. The automated follow-up system will help bring customers, who don't buy, back to your store to complete their purchase.

Your only purchase will be the wireless door counter hardware and the software for automated traffic counts. Everything else will be included **free of charge** with your free upgrade to PROFIT*professional* version 11.1. We've made it as simple as we can for you to begin using the most powerful front-end management system available anywhere. Coupled with PROFIT*consulting's* powerful sales training system, CHARISMA*selling*, there's nothing more important you can do to improve your sales and profits this year.

This powerful addition to PROFIT*professional* brings a new dimension to the science of sales management in our industry. Retailers, managers, salespeople, and customers will all benefit from the advancement in effectiveness resulting from your implementation of the Customer Care Center.

PROFIT*professional* version 11.1 will be out in the fall of 2005. Please contact Joe Capillo at 866.298.3543 to learn more about the Customer Care Center.

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

Michelle Michaels, Editor

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