



communicator  
by PROFITsystems, Inc.



## Calendar

### February

- 2nd - 4th  
PROFIT *groups* +10  
group - New  
Orleans, LA
- 6th - 7th  
PROFIT *groups*  
Countrywide group  
- Las Vegas, NV
- 9th - 13th Las  
Vegas Market,  
WHFA Retailer  
Resource Center,  
Building B, 16th  
Floor
- 12th - 13th  
PROFIT *groups*  
Movin' On Up group  
- Las Vegas, NV
- 16th - 20th Daily  
Process Training  
Class

### March

- 16th - 20th Daily  
Process Training  
Class

### April

- 20th - 24th Daily  
Process Training  
Class
- 25th - 30th High  
Point Market -  
**Come visit our  
new space** in the

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## Annual Survey Results

*Dawn Urbanowicz, Customer Satisfaction Manager*

PROFIT *systems* wants to make home goods retailers more profitable. We do this by improving our software based on client feedback, industry input, and available technology. We are also developing and improving our service offerings, such as freight and credit card processing services, and adding programs designed to provide our clients additional savings and value. The Annual Survey is one of the tools we use to find out what you, our valued client, want to see in the software and how we can better improve our services.

Thank you to everyone who completed the survey. We received over 200 responses this year and are processing your comments and feedback. Your suggestions for software improvements are being entered in our feature request system. We are acting on your comments regarding our services with training programs and plans for improvement. Webinar offerings and additional education programs are being developed based on your input.

[Click here to read the entire article.](#)

Plaza Suites  
Building, NHFA  
Retail Resource  
Center, Space 22  
and 23



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



PROFIT *groups* facilitates highly motivated groups of similar retailers who want successfully field-tested and time-proven answers to their biggest challenges. Members meet twice per year in a relaxed, content-rich setting to share Best Practices and help each other achieve double-digit profitability objectives. Owners measure their financial success against industry norms, network to improve GMROI and inventory management, lower both fixed and variable expenses, and improve efficiencies. For many years, this program has helped hundreds of retailers achieve financial success for themselves, their families, and their employees. This program is designed to help you take your business to the next level.

We are looking forward to

## Disaster Recovery - Do you have a plan? Have you tested it? Does it actually work?

*Les Kush, Director of Systems Support*

When disasters strike, unprepared companies suffer the consequences of prolonged system downtime and large revenue losses. "Disaster" is a strong word, but we feel it is entirely relevant. If your primary computer system crashes for any reason, this can be disastrous for your business. You have fire insurance and develop worst case scenarios with other aspects of your business. What if lightning strikes your business and fries your computer? What if someone breaks in and trashes your office and smashes your computer? Are you ready to deal with such scenarios? Do you have a plan in place to recover your data? PROFIT *systems* offers the following guidelines for creating and implementing a recovery plan that can help you minimize losses in the event of a disaster. Do you know that when disaster does strike we can assist with replacing your PROFIT *systems* applications and licenses? Do you know PROFIT *systems* Support will discuss options with you that may get you access to your PROFIT *professional* data faster in the event of a disaster?

[Click here to read the entire article.](#)

## The Serenity Prayer and Business

*Phyllis Zaepfel, Director of PROFIT groups*

It goes without saying that we are in the middle of challenging times in our industry and the economy as a whole will affect all America in many different aspects of its citizen's lives. This is not the first time we will face challenges and it won't be the last. So the \$100,000 question is, what are your plans? I think we all might be better off if we focus on what we will not do.

[Click here to read the entire article.](#)

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

## Greener Communications Coming Your Way

As a company, PROFIT *systems* has been working toward going green where we can. We recycle office paper, pop cans, water bottles, batteries... anything that can be recycled gets recycled. In 2009, we are also going green with most of our communication. Rather than sending out snail-mail or faxes for Education Classes, Special Price Offers, and so on, we are moving toward having these notices come to you as an email instead.

[Click here to read the entire article.](#)



## Coaches Corner by PROFIT *consulting*

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

- [Product List](#)
- [e-Marketing](#)

## How to Use the 80/20 Principle to Improve Your Business

*David McMahon, Business Coach*

The 80/20 principle says that a high percentage of results, or outputs, are produced by a low percentage of the activities or inputs.

So, why is this important?

Because time is a very limited resource! It allows you to focus more on what is working, or not working, so that even greater results become possible. For example, if you run a sales analysis by category, you will notice that on the bottom of the page there is a summary. It tells you how many best selling items you have and what percentage of the inventory they represent. Then it displays how many margin dollars those items produce. In almost every case of the 193 companies I consulted with, over 20% of the items produced over 80% of the results. Amazing!

Now, knowing what those items are allows you to focus and take action. Your goal should be to maximize the best seller in stock day percentage (also in the summary section). This will maximize your margin dollars. FYI: Operations with double digit profitability usually have their best sellers in stock over 95% of the time!

[Click here to read the entire article.](#)

- [Performance Groups](#)
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- [Financial Forecasting](#)
- [Inventory Management Systems](#)
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- [Operations Consulting and Procedures](#)
- [Delivery Routing Systems](#)
- [Sales Management](#)

Contact PROFIT *consulting* at [info@profitconsulting.net](mailto:info@profitconsulting.net) or via [our new message board](#).

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](http://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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