



communicator
by PROFITsystems, Inc.



Calendar

January

- 1st - PROFITsystems CLOSED for New Years Day
- 12th - 16th Daily Process Training Class

February

- 16th - 20th Daily Process Training Class
- 2nd - 4th - PROFITgroups +10 group - New Orleans, LA
- 6th - 7th - PROFITgroups Countrywide group - Las Vegas, NV
- 12th - 13th - PROFITgroups Movin' On Up group - Las Vegas, NV

March

- 16th - 20th Daily Process Training Class



For more information about our classroom training and

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- [What REALLY Matters!](#)
- [The "Curmudgeon Factor"](#)
- [Shopping for Housing and Furniture My Experience](#)



What REALLY Matters! How to Succeed and Prosper in a Sluggish Economy

David McMahon's Feature Article in Western Reporter

I know. I know. I know. Business is down. This is true for the majority of businesses in the retail sector. During this downturn I have been visiting at least two stores per month. And do you know what I see? Funny enough, there are still operations with good profitability, those that are average, and those that are weak.

I believe that downturns are good. They weed out the

to make your reservation, please contact Dawn at 800.888.5565 or 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 their 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 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.

weak, and they make room for those committed people, those that are smart, hard working, and willing to adapt to change.

I'm straight up. Unless you are all of the above, or hire people who are, it is difficult to make it long-term in retail. Now, those of you who are committed to long-term prosperity, keep reading - this is about you! [Click here to read the entire article.](#)

[Click here for a FREE 1 Hour Business Analysis.](#)

David McMahon is a business coach for PROFIT *consulting*. He helps businesses and people succeed. Email him about your challenges at davidm@profitsystems.com.



The "Curmudgeon Factor"

Phyllis Zaepfel, Director of PROFIT groups

I have to confess that I had heard this word, "curmudgeon", but I didn't know the meaning. So, I went to dictionary.com and I looked it up. It isn't a very pleasant word. After doing some further Google searches, I discovered that there is even a "Curmudgeon Factor". I find this disturbing and what is even more alarming is that I understand and recognize this in dealing with not only some clients, but in other social circles.

Here is some of what I have discovered:

The definition: Curmudgeon - a crusty irritable cantankerous old person full of stubborn ideas. Golden ager, old person, oldster, senior citizen - an elderly person.

I think this is a pretty stereotypical definition. I do not



Coaches Corner by PROFIT consulting

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

- [Product List](#)
- [e-Marketing](#)
- [Performance Groups](#)
- [Business Analysis & Recommendations](#)
- [Financial Forecasting](#)
- [Inventory Management Systems](#)
- [Financial Management](#)
- [Customer Service Systems](#)
- [Operations Consulting and Procedures](#)
- [Delivery Routing Systems](#)
- [Sales Management](#)

Contact PROFIT consulting at info@profitconsulting.net.

for one minute think everyone over the age of 65 is a curmudgeon! But I sure know a few of them. What strikes me as most obvious is that this phenomenon doesn't have to strike everyone who is aging. It seems to only happen when one is adverse to change. Thus the phrase we hear so often, "But we have always done it this way". You may have always done it this way but I can assure you the patriarch of the company did not. They did not have the luxury, or rather curse, of settling into a comfort zone. They tried new things. They had to, as no one else had ventured down the road before them. They had very little, if no expertise to rely on. They had ideas and they went for them. Some failed. Some were great success stories.

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

Shopping for Housing and Furniture *My Experience*

David McMahon, Business Coach

My wife and I got married a year and a half ago. In that time, the housing, furniture, and mortgage markets crashed. Recession is a reality.

So what!

It is also an opportunity.

For us, it was an opportunity to get into the housing market. Yes, we could have been scared and hunkered down. That's just not our style. We are go-getters! Here was the 25% drop in the market that I was wishing for.

Do you think it was easy finding and purchasing a new home in this economy?

No way! We saw that as soon as decent properties came on the market, it was not uncommon to have 10 plus offers within hours. Many of them were cash offers too! Plus, you had to have a credit rating of Warren Buffet to get a loan.

After eight months of looking with the help of our awesome agent and friend, Brian Long, we struck gold.

With a short sell bid that took three months, we got our prize - an affordable, well located, move in ready, four bedroom, two bathroom house in a quiet San Diego neighborhood, five miles from the beach.

With the assistance of our other friend, Denis Yaeger, the manager of Countrywide, Santa Luz, we were able to navigate through the mound of paperwork, obtain a phenomenal 30 year loan and close FAST when the deadline came.

The reason why I'm telling you all of this is because I want you to know that the economy is still here. People like us are still buying! Just at a more realistic rate.

Now, the fun part - home decorating! Because our place was move-in ready, home furnishings were the first thing on our minds after we got our keys. With me being in the industry for the past ten years, I was really looking forward to going through the process of being the consumer.

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

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.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 PROFITresource Center, please sign up at our home page today!

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