



communicator
by PROFITsystems, Inc.



Calendar

June

- 3rd - 5th - PROFIT *groups* Thomasville Group, Brookfield, WI
- 15th - 19th - Daily Process Training Class
- 27th - CLOSED for Annual Company Picnic

July

- 3rd - 4th - CLOSED in Observance of Independence Day
- 13th - 15th - PROFIT *groups* Visionaries Group, Ft. Wayne, IN

August

- 10th - 12th - PROFIT *groups* Movin' On Up Group, St. Louis, MO
- 17th- 21st - Daily Process Training Class
- 24th - 26th - PROFIT *groups* +10 Group, Peoria, IL

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General Ledger Drill Down

Exciting New Feature Coming to PROFITprofessional 12.0

Krissy Lanza, Senior Software Support Specialist

This great new feature, available in PROFIT *professional* 12.0 allows you to drill down in your posted ledger transactions through View/Ledger Accounts. By drilling down, you are able to see the activity that created that particular ledger transaction. The detail section of the drill down will display additional information associated with that transaction.

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Evaluating Employee Profitability

*Phyllis Zaepfel, Director of PROFIT *groups**

Last month I wrote about evaluating the profitability of customers. This month, I want to discuss employees.

First and Foremost: The Right People

In the book "Good to Great", Jim Collins wrote that in great companies the leadership made certain that they got the right people on the bus, and more importantly,



For more information about our classroom training and 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 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

the wrong people off of the bus. People need not only to be the right fit but they have to be in the proper seat. How do you determine who is right and the seating arrangement?

At zappos.com (a company that went from zero sales 10 years ago to a billion dollars in sales of shoes, fashion accessories, and clothing last year), they have a very unique way to get the right people on the bus. Not only do they train each person for four weeks in all departments, regardless of what position they are being hired for, they offer each trainee \$2,000 after the first week to quit. In 2007, the offer was \$100 and 3% opted out. In 2008 the offer went up considerably and only 1% took it. Tony Hsieh, the CEO, explains the biggest benefit comes from the people who don't take the offer. They are more committed and engaged after turning down the cash. The other important factor is that those who decide to leave are not a drain on the company's training resources and culture.

Measurable Metrics

You can't improve what you do not measure! Determining ratios for sales by employee is simple to calculate and should be looked at regularly. NHFA and PROFIT *groups* benchmarks are available for sales by all employees, by salesperson, warehouse staff, and administration. Revenue per up is another important factor in measuring productivity for salespeople. Expense per employee is a little more difficult to determine, but it can be done with some basic estimations and calculations: $\text{Income} - (\text{cost and expense}) = \text{employee profit or loss}$.

[Click here to continue reading this article.](#)

would like references,
contact us at 800.325.2018
or
phyllisz@profitsystems.com.

At the High Point
market, we had a
drawing for a "One-
Year FREE
Membership" to
PROFITgroups. The
lucky winner was
**Darren Russell of
Russell's
Furniture in
Waterford, PA.**
Congratulations
Darren!

We Want You!

We frequently hear that
you like something we have
done, and we love it.

Whether it is a new
software feature, a service
we have performed, or one
of the products we offer,
these compliments always
make our day and we share
them amongst ourselves. In
our various materials, we
like to include what our
clients have said, so we are
looking for those nice
comments. If you are
interested in providing us
with a testimonial that we
can use, please contact
Dawn at 800.888.5565 or
dawnu@profitsystems.com.

Shift To Modern Media: The Power Of e-Marketing

Part 2: Three Critical Tips to Make Email Marketing Work

*David McMahon, Business Coach & Director of e-
Strategy*

In the January/February 2009 issue of FURNITURE
WORLD Magazine, we looked at four techniques that
are essential for the successful execution of an email
marketing strategy. First, you must think of value
when contacting your customers. Then, ask for your
customers' permission. Next, introduce new media
partners to your marketing mix. Finally, start to
reallocate your marketing budget to bring it into
alignment with how today's consumers want to be
reached.

In the last two months, over 12 trillion emails have
been sent. About.com says that over 70% may be
spam. The key is to differentiate yourself and target
your customers wisely. Most businesses out there are
using old media techniques on their customers. Guess
what? That will not work. Old media techniques send
the same message to every prospect. This produces
smaller response rates than smart campaigns that use
modern media techniques.

Modern techniques are targeted to a segmented and
smaller portion of your database so the message is
more relevant to your customers. These campaigns
are proven to produce a much more significant
customer reaction. In fact, The Direct Marketing
Association reported that in 2007, email marketing
returned about \$48 for every dollar invested, the
highest of all the marketing channels out there! Here
are some tips that will help you get the most out of
email and strengthen the bond with your customers.

[Click here to continue reading this article.](#)

Freight Quotes - Easier than Ever!

Layla Berglund, Director of PROFIT freight



Coaches Corner by PROFIT consulting

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

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- [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 or via [our new message board](#).

Great news! FedEx National and FedEx Freight have decided to make our lives even easier. These two carriers recently merged their websites enabling you to now run quotes for *both* of them simultaneously on one site. This change will make quote processing much quicker and more efficient on your end.

The FedEx website is tremendously helpful and offers a wealth of tools, forms, and additional information that our freight members need frequently. The most common tool used by our members is, by far, the quoting capability. Just think about it...have you ever wanted to know how much an inbound shipment would have been under your PROFIT *freight* pricing? Do you ever have an outbound shipment that you were hoping to quote for a customer and cannot wait? We have the perfect solution for you. With the new all-in-one FedEx website, you can easily see a comparison of the two carrier's side-by-side and the different delivery scheduling options.

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