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**communicator**  
by PROFITsystems, Inc.



## Calendar

### September

- 7th CLOSED in Observance of Labor Day
- 14th - 17th Las Vegas Market  
Building B, 16th Floor, WHFA  
Retailer Resource Center
- 21st - 25th Daily Processing Class
- 28th - 30th PROFIT *groups*  
Countrywide Group, Thunderbay,  
ON

### October

- 12th - 16th Daily Processing Class
- 17th - 22nd High Point Market  
Building: Plaza Suites  
Location: 1st Floor 527
- 26th 30th Daily Processing Class

### November

- 26th CLOSED for Thanksgiving

### December

- 7th - 11th Daily Processing Class
- 25th CLOSED for the Christmas  
Holiday

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## Industry-Wide Web Summit 3.0 to Open Vegas Market

Interest and participation is expected to be even higher than previous summits. The third release of the Industry Wide Web Summit will convene on Monday, September 14, 2009, the opening day of the Las Vegas Furniture Market, on the 9th Floor of Building C in Room C976 from 1:00 - 4:00 pm. "This is truly an industry-wide meeting where we can brainstorm new solutions, work through existing conflicts, and bury old misconceptions about online strategy for the furniture industry," said David Lively of The Lively Merchant, who is



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 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).

sponsoring the Web Summit with HFIA and World Market Center Las Vegas. Participants will leave the summit with practical, real world information and implementation strategies for all areas of electronic media and web for the furniture industry.

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## PROFIT *freight* Can Help You Find Savings!

[Layla Berglund](#), *Director of PROFIT freight*

To our surprise, in this very challenging economy, there is still 1/4 of our PROFIT *systems* clients who are not utilizing the expense cutting PROFIT *freight* program. Are you one of these companies? This program has collectively saved our members over \$3.6 million in freight expense! Our discounts, benefits, and services have expanded over the last four years and this is due to the continuous addition of new members. Every shipment our members send adds to our combined buying power allowing us even better discounts and better services in the future. Don't forget, this program is only offered for FREE to PROFIT *systems'* clients. We are constantly improving the program so if you have not recently checked into it, call today to find out what you're missing.

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## One Extreme to the Other

[Phyllis Zaepfel](#), *Director of PROFIT groups*

### Just Get it Right

In my last article about the real life experience of shopping for furniture, I was appalled and wrote of the lack of attention my friend received when she recently shopped for furniture. What you'll find below



## Coaches Corner by PROFIT consulting

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

- [Complete Operational and Management Services](#)
- [New! e-Solutions and e-Showroom](#)
- [E-Marketing - E-Marketing Client Login](#)
- [Business Analysis & Recommendations - PMA](#)
- [Business Systems Audit](#)
- [Financial Forecasting](#)
- [Inventory Management Systems](#)
- [Financial Management](#)
- [Customer Service Systems](#)
- [Delivery Routing Systems - PROFIT delivery](#)
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are excerpts from an actual post from a blog I ran across on the Internet penned by Augie De Blicek Jr. It seems to highlight the exact opposite experience of what my friend described when she shopped virtually unnoticed.

### ***Which Level of Dante's Inferno is a Furniture Salesman?***

*Used car salesmen get a bad rap; they're not the worst salesmen in the world.*

*For that particular distinction, we must look to the world of furniture. There is no more actively annoying and intrusive salesperson than the furniture salesman. First of all, they hover en masse at the front door to "greet" you. Then, after thrusting their business card in your face, they ask you what you're looking for. Great, you think, they'll point me to the right area. They'll follow about ten feet behind you, stalking you, listening to everything you say, and then swoop in to try to sell you on a furniture set if you seemed to have found one you're potentially interested in. That's if you're lucky. If you're NOT lucky, you get the salesman we had this weekend, who takes you on a whirlwind tour. First, he tells you he's going to let you look around, but then also tells you he's going to follow you so the other salesmen don't bother you. Then, he asks you what you're looking for after you've seen two things, grabs you by the arm (metaphorically, thank heavens), and yanks you all over the sales floor showing you everything that fits into your parameters. At each one, he promises he has just two things left to show you. He never gives you time to look at something or to discuss it. He just yanks you all over the place, knocking on all the dovetail joints of every drawer.*

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## The Best of PROFIT professional

### Part One: Purchase Advice

## Report

[Shelley Parlin](#), COO

I frequently get requests from our clients to tell them what reports or features they should be focusing on that are available in PROFIT *professional*. Rather than calling each of you individually, I have decided to tackle some of the reports or features that I believe provide the biggest benefit. Each month I will focus on a new one.

This month, I am starting with is the Purchase Advice Report (PAR). For any of you who have been using PROFIT *professional* for any length of time you are probably very familiar with this report. However, I just spoke with a client who insisted that he "knew" what were best sellers and didn't need the report... well, I think this is still a timely discussion.

I am sure that many of you work daily in the business. You look over sales orders and review purchase orders. You can't help but notice that there are trends in sales. The same sofa shows up over and over so it is a "best" seller, right? Well, that depends upon your definition of a best seller. If the determination is based solely on volume, then it probably is a best seller. However, the Purchase Advice Report in PROFIT *professional* isn't based just on volume. If you sell hundreds of an item just above cost, the volume method says this guy is a winner. However, if you also take the gross margin of the sales into account as well, you might very well get a different picture. Basically, the PAR compares all of the items in a category to the other items in the same category and then determines which of them makes you the most money, not just how many units you sold. This is the ground layer for the advice on how many to purchase.

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**PROFIT *systems*, MicroD, and  
The Lively Merchant  
Partnership Provides Unique  
e-Commerce Offering**

"PROFIT*systems*, along with partners MicroD and The Lively Merchant, have announced an advanced web solution designed to help their customers sell more product, more efficiently and more effectively. E-Showroom enables retailers using PROFIT *professional* software to integrate and cross-reference their inventory flawlessly with vendor catalogs and display them directly on their new e-Commerce enabled website. The partnership will utilize the ePiphany website platform developed by MicroD. "Retailers can harness the power of three industry leaders in one web solution. Through E-Showroom our clients can establish brand awareness, increase traffic levels, and maximize their advertising dollars by adding the equivalent of a second store without the building expense." said Shelley Parlin, COO for PROFIT*systems*.

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