

Counterman Quarterly Newsletter

New! For Counterman Pro Users



As we continue to make improvements for Counterman Pro, we will inform you of these updates and enhancements in this newsletter. We strive to provide the tools and features Counterman users have requested. Listening to your comments and suggestions provides us greater insight to your software needs. We encourage you to contact us with these comments and suggestions by email or a phone call. You will find very nice updates for this release:

⇒ **E-Commerce Interface Now Available!**

Counterman has expanded on our ability to interface with E-Commerce programs with this update. This new feature is considered an add-on module for Counterman, as we have successfully setup a way to generate bulk transactions that originated from an E-Commerce program known as "Shipworks". The way this works is, as ShipWorks processes orders, you have the ability to move those orders (ready to import into Counterman) into a specific folder in ShipWorks. Then in Counterman, there is a new option in the Utilities Menu called "ShipWorks Import", where you can select the folder containing the transactions you wish to import. Counterman does the rest by processing the transactions, payments, applying Special Orders if items are not found available in stock, etc... Counterman has the ability to interface with most popular shopping carts, we only need to verify the file(s) that can be exported from the shopping cart. This process is available to all Counterman users as a "module" (with a minimal one time cost) at your request. Please contact our technical support staff for additional information if you are interested.

⇒ **New Accounts Receivable Report**

In order to target customer's with an existing negative balance (meaning the customer owes you), that have also not made a purchase prior to a certain date has shown to be valuable information. With this update there is a new report available from "Accounts Receivable" menu called "Receivable - No Recent Purchase". This report will display the customer account number, name, phone number, last purchase date, and the current account balance owed. The end of the report will have the grand total for the customers selected in the date range which is entered by you.

⇒ **Customer Lookup by Email Address**

Emailing from Counterman is getting easier as technology advances, we make every effort to advance with it. The ability to email any customer right from Counterman, along with emailing quotes and invoices right direct from the POS (point of sale) screen has necessitated the ability to locate a customer by their email address. You may (or may not) know about the difference means now available to you for accessing customers from the POS screen. These include finding customers by phone number, name, or account number. With this update you can locate customers by their email address. Here's how it works: From the POS screen, tab into the "Name" field. Enter the @ character, followed by the customer EXACT email address. Once you tab or enter out of the "Name" field, the customer will be on screen, provided their email address is in Counterman, in the email address field. Thanks to Eastern Performance for this great suggestion!

⇒ **Internal Backup Process from Utilities**

In the last newsletter I covered the high level of importance of performing regular backups for Counterman. With your entire business relying on the data collected in Counterman, the importance of backing up your data cannot be over-stated. With 64-bit processors coming as standard in new computers the technology we previously used in performing backups for Counterman has necessitated a different approach to backing up this critical data. With this release we have provided a backup process (located in the "Utilities" menu) which will store nine backups on whatever media you select. Once the you reach backup number ten, the oldest backup will be deleted, being replaced by the newest one. This will insure you always have nine of the newest backup files at all times. Although the new backup process works best when sent to USB flash drive, you can send it to any media that has enough room to hold the file(s). Additionally, the backup process will considerably compress the data files into a single file, then rename them as necessary to retain up to nine copies. You can rest easier knowing your Counterman data is safe and secure. With redundancy being the key here, we still suggest you burn a copy of the files on the USB flash drive as part of your month-end procedures, then filing that CD with your month-end records.

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UPDATED PRICE BOOK VENDORS (ON THIS UPDATED CD) #1-NEWLY UPDATED PB'S!

AC Acerbis	HD** Harley-Davidson	MP Motion Pro	SZ** Suzuki M/C
AD Advantage Perf.	HH Helmet House	PS P.C. Sunglasses Inc.	TM** Triumph M/C
AR** Arctic Cat	HT Hot Toppers	PO** Polaris/Victory	TR Tucker Rocky
BA Barnett Tool	JM Jim's Machining	PT Power Twins	VL Van Leeuwen
BI Bell Industries	KA Kuryakyn	PU Parts Unlimited	VH Vega Helmets
CA Castle Sales	KM** Kawasaki M/C	RO Romaha	WP Western Power
CG Cometic Gaskets	KN K&N Engineering	RW Rowe	WN Win Products
CCI Custom Chrome	KW KustomWerks	SB Sullivan Brothers	YA** Yamaha M/C
DS Drag Specialties	MA Marshall Dist.	SM Southern Motorcycle	
FH Fulmer Helmets	MC McDonald (COST ONLY!)	SN Sullivans USA	
FX Fox Racing	MU Mid USA	SP Samson Motorcycle	

IMPORTANT!

**** = OEM Franchise Only!**
(If non-franchise retail prices only will be provided)

Custom Chrome has stopped supplying quantity breaks in their price book!





COUNTERMAN

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Business Basics for Dealer Management Software

At the very core of a good dealer management software are some simple, yet important basics we use as a central thought process for Counterman DMS. Below is a short layout of how this process is used throughout Counterman. Please keep in mind, Counterman was developed to manage your motorcycle shop and all facets of your business should filter through the DMS. If you would like additional information on how to accomplish any of this in Counterman, please contact our knowledgeable technical support staff, we're here to help...

You want to make more money. There are three ways to making more money at business.

1. Increase Sales
2. Better Gross Profit Margins
3. Reducing Overhead

Counterman Dealer Management System helps increase sales by...

1. Allowing you to know what the customer has bought in the past so you can predict what he will buy in the future.
2. Helping you to reach out to him with direct mail by creating current mail lists.
3. Allowing you to look at overall sales history to predict the future sales and have in stock what the customer is ready to buy.
4. Handle special orders in a way that encourages the customer to do it again and work off of your vendors/suppliers inventory.
5. Time the arrival of service parts to have the customers bike move smoothly through the service process.
6. Helping your employees have more time for the customer because they are spending less time on the tedious operations.
7. Giving everyone access to the information of, if we have a particular item.
8. Giving everyone access to the information of, where we have a particular item.
9. Giving everyone access to the information of when we can get it, if we do not have a particular item.

Counterman Dealer Management System helps you identify and maintain the best gross margins...

1. By tracking the margins you are getting from your different vendors/suppliers.
2. By allowing you to breakdown your margins and inventory-turns by department so you can accentuate the parts of your business that are the most profitable.
3. By helping to identify the things that are not making your best return on investment and pointing the way to adjustments.
4. By tracking the performance of the service department.

Counterman Dealer Management System helps you to reduce overhead by...

1. Speeding your ordering process by presenting the history on each part including the profit margins and turns.
2. Managing the parts you have "on order" from suppliers, so you can answer your questions in relation to overhead.
3. Managing the parts you have "on order" so you can answer your customers questions.
4. Making receiving the parts into stock, more efficient.
5. Pricing and labeling the parts quickly as they come in.
6. Managing inventory in a way that allows you to reduce your capital costs.
7. Managing inventory in a way that allows you to increase sales with available capital.
8. Managing manufacturer OEM warranty processes to better benefit the motorcycle shop, the customer, and the manufacturer.
9. Identifying the employee performance so you can encourage efficient behavior.
10. Making better use of the facility by reducing inventory.
11. Providing tools you need on a daily basis, including e-commerce custom programming to meet the internet sales technology of today.
12. Providing valuable reporting, resulting in keeping an eye on the big-picture of your business at all times.
13. Un-ending software enhancements to stay with today's technology changes.

Efficient use of inventory requires time, if you don't spend the time your capital costs go up. With a good DMS like Counterman, a parts man can order and sell \$20,000 to \$30,000 per month without it I believe that he would be able to do less than half of that. People are necessary to sell things and payroll can be very expensive. Anything that can increase employee productivity can have a significant impact on reducing overhead as increased sales will off-set the payroll expenses.

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