

Counterman Quarterly Newsletter

Tech Tip of the Month...

EOM/EOY END OF MONTH/ YEAR PROCESSES...

Happy New Year! OK, 2014 is now over and we have a new year to look forward to. The issues discussed in this short article are of great importance and Counterman Technical staff always receives calls about this issue AFTER something goes haywire. First off, did you run your EOM/EOY (End Of Month, End Of Year) Updates in Counterman? These are very critical update processes that will clear the previous "Month-End" and "Year End" sales history numbers out and set them to zero, making room for the next month and the new Y.T.D. numbers for the 2015 new year. Running this process will provide Counterman with the information needed so Counterman will have the correct answers when you ask questions like; "Did I sell more of these last year?" or "How does this year's sales compare to last year's for a particular vendor, supplier, or category?" These are just a couple of questions you'll likely need the answers to at one time or another. Not to mention how critical these updates are when making inventory purchasing decisions for your shop. Not running these updates will result in the loss of this valuable information! The EOM/EOY processes don't take very much time to complete and can save you untold amounts of time and cash when you need it (which is always, isn't it?). As we usually make it a point to stress the importance of profit margins, taking the small amount of time it takes to close each month (when each month comes to an end) provides the ability for Counterman to answer these valuable questions and more. To better understand what I mean by doing a "month-end" close, here is what Counterman does during that

process:
If you look at an Inventory Screen for any item that you sell, you'll see some numbers on the right/lower of the screen. These numbers represent the sales history for MTD (Month To Date) and YTD (Year To Date). In order for this information to be correct, month-end and year end requires proper month-end and year-end closure process to be completed. When you update sales history EOM/EOY, these fields are zeroed out to make room for a new month/year numbers. But this information does not get thrown away, not by any stretch of the imagination. They are placed into the History Summary and History Detail area of the Inventory screen. Notice the buttons on the lower left of the screen labeled "4-History Detail" and "5-History Summary". The EOM/EOY processes are what cause those fields to be populated with the numbers from each month-end and each year-end close. The Counterman program is designed to help you answer the critical questions you have on a day-to-day basis. Running the EOM/EOY Update processes are a direct result of the answers Counterman will provide. It may not seem important at the close of business on that last day of the month, but trust me, this process is invaluable to you! The short amount of time spent now will pay dividends in the months/years to come.

If you need help with any of these processes, we are here to help. Additionally, a full walk thru is available in the Training and Reference Manual you received with your Counterman Software package, beginning on page 54. This manual, along with the Counterman Complete Manual are available from any Counterman computer in PDF format and can be accessed from the Windows "Start" button, Programs, Counterman Pro Client (or Server).



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UPDATED PRICE BOOK VENDORS (ON THIS UPDATED CD) 34-NEWLY UPDATED PB'S

AC	Acerbis
AD	Advantage Performance
AR **	Arctic Cat
AT	Automatic Dist. <u>(NEW!)</u>
CA	Castle Sales
CCI	Custom Chrome
DS	Drag Specialties
EM	Eastern Motorcycle
FX	Fox
HD **	Harley-Davidson
HH	Helmet House
HO **	Honda

HQ **	Husqvarna
KM **	Kawasaki Motorcycle
KT **	KTM Motorcycle
MA	Marshall Dist.
MC	McDonald (cost only)
MD	Mustang Dist.
MU	Mid USA
OX	Oxford Products
PO **	Polaris/Victory
PM	Performance Machine
PT	Power Twins
PU	Parts Unlimited

SB	Sullivan Brothers
SM	Southern Motorcycle
SN	Sullivan's USA
SZ **	Suzuki M/C
TM **	Triumph Motorcycle
TR	Tucker Rocky
VH	Vega Helmets
VT	Tedd's V-Twin
WP	Western Power
YA**	Yamaha M/C

IMPORTANT!

(NEW) = New Vendor/Supplier!

**** = OEM Franchise Only!**
(or retail prices only will be provided)

Custom Chrome no longer has quantity price breaks!

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Counterman Booth # 438

V-Twin Expo 2015

Yep, it's that time of year again. If you plan on flying, it's elbow-to-elbow on the planes, delayed flights, and long lay-over's before you finally reach your destination. Then it's crowded hotel rooms, cold weather and fast food. Then there's all the walking and meetings, once you arrive at the show. But is it worth all the trouble? Most say, absolutely it is. Whether you have been to the V-Twin Expo in Cincinnati or not (Counterman will be there!), you will find a "face-to-face" method of communicating with vendors and fellow dealers, all under one roof. This type of venue can be of great value if you have a game plan for what you would like to accomplish at these shows. After all, when would you have an opportunity to talk to the many vendors and suppliers, all in a single location? The trade shows provide the unique opportunity to do just that! You can find new suppliers and products to attract customers, or to better serve the customers you have. Then there's the unique opportunity to see all the latest gadgets and do-dads being released. Not to mention all the custom motorcycles and builders who normally attend these shows. There are contests, give-aways, seminars, promotions and sales, all in a single location

just waiting for you.

Usually everything at these shows is there to help enhance your business. However, in these troubling economic times, it would be a good idea to come up with a game-plan for this venture to maximize your efforts. Of course there's the travel arrangements and hotels to plan for, but once you arrive at the show, then what? Just walk around and browse the booths? You may end up walking the same path over and over again and miss a vendor or supplier you really need to talk to, not to mention wearing your shoes out. There are a few simple things you can do to maximize your productivity at these shows. Going over the list of exhibitors you need to see and maybe even going to the trouble of mapping out their locations will help you to make the most use of your time there.

There are normally several vendors and suppliers who have the same or similar product offerings. The competition is stiff and you are at a great advantage in this competitive environment, to get the best possible price on whatever it is you may be in the market to purchase. All exhibitors have a strong desire for your business, or they wouldn't be there in the first place. This is good to know when you

are negotiating for a potential purchase of the product they are offering.

Making contacts and talking about products offered at the show, offers a venue that allows face-to-face discussions that can provide some great answers. A good game-plan for these discussions would be to make a brief list of any particular questions you want to be sure to cover. This will also help make the most of your time when you are speaking to a key contact person. Chances are good that new contacts will be made too. This industry is vast and the endless level of very knowledgeable people that have a wealth of good information are now at your disposal. It would be in your best interest to take advantage of this unique opportunity. However, don't feel bad about not stopping at booths that you do not have any interest in. Exhibitors are there to increase their businesses, I'm sure they would prefer not to waste their time talking to someone who has no interest in their products.

Counterman wants to wish you the very best for the upcoming V-Twin Expo Show in Cincinnati, OH and if you plan to attend, be sure to stop by and see us at booth number 438 this year! Hope to see you there...

Ralph Weaver



New Supplier "Automatic Distributors" available in this update (vendor code AT). Here's a short "about us" blurb from their website:

For over 45 years Automatic Distributors has proudly been distributing parts and accessories to the power sports wholesale trade! We carry over 75,000 products featuring top brand names in apparel, parts and accessories for the ATV, UTV, Motocross, PWC / Marine, Snowmobile, Street Bike and Utility Trailer industries. We are also home to Katahdin Extreme Gear, our very own cold weather clothing line - developed and designed for the snowmobiler and outdoor enthusiasts. We sell at wholesale pricing only to franchised dealers, repair shops, and parts & accessories shops; and our dealer network extends across the country.

We are well known in the industry for our exceptional service and for meeting the demands of the power sports industry with passion and professionalism.

Automatic Distributors contact info: (800) 341-1658

website: www.autodist.com