

Counterman Newsletter



NEW!

For Counterman Pro Users

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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 phone call. There are very nice updates for this release:

⇒ Text File Creation Option

In the Filtered Reports, Inventory Listing Report, a new check box is now available that allows for output to go to a file, rather than to a printer. Because this report is filterable, uses for this option are too many to mention. Output is a general text type file and can be opened in Word, Wordpad, Excel, etc. for further dissecting and or analysis. The file is created in the CMAN8\DATA folder and is called: "invtext.txt". You can open this file in a variety of different ways, thus allowing for manipulation and/or reporting from other programs. It is important to understand that any changes made to this file will not affect Counterman data in anyway. Primary reasons for this option is to provide customized inventory lists that can be manipulated outside of the Counterman Pro

software processes. Thanks to Tim over at Motorcycle Goodies for this helpful suggestion.

⇒ Purchase Order Export/Import

As Counterman is constantly adding to the number of suppliers who order parts on-line, we are pleased to announce that we have added KTM to this list. On line ordering is becoming the standard means of placing purchase orders for many dealers, as it makes this process simple and saves an incredible amount of time. KTM has been very helpful in getting the on-line order import function working from Counterman Pro, into the KTM dealer website. This is great news for you KTM dealerships! Special thanks go out to Craig Vincent, over at Ukiah Cycle Center for getting the ball rolling on this process with KTM. If one of your suppliers offers on-line ordering and they currently have a way of "importing" a purchase order, Counterman is happy to interface with them to help streamline your ordering processes. Just have them contact us thru one of the email addresses below...

SEND US YOUR SUGGESTIONS:

EMAIL: tech@counterman.net
ralph1@counterman.net

UPDATED PRICE BOOKS (ON THIS CD)

** = OEM OR RETAIL ONLY!

- AD Advantage Performance
- AN Arlen Ness
- AR** Arctic Cat
- BA Barnett Tool [NO DESCRIPTIONS!!!]
- BD** Big Dog Motorcycle
- BI Bell Industries
- BM** BMW Motorcycles
- CA Castle Sales
- CB Corbin
- CCI Custom Chrome, Inc.
- CO Colony
- CR Crane Cams
- DE Diamond Engineering
- DI Dixie International
- DS Drag Specialties

- FX Fox Racing
- GW Gardner Wescott
- HH Helmet House
- HO** Honda Motorcycle
- KA Kuryakyn Holdings
- KM** Kawasaki
- KN K&N Engineering
- KT** KTM Sport Motorcycle
- MA Marshall
- MD Mustang Distributing
- MP Motion Pro
- MU Mid USA
- MW Mid West
- PS P.C. Sunglasses

- PT Power Twins
- PU Parts Unlimited
- RO Romaha
- SB Sullivan Brothers
- SI Sudco International
- SL Starklite Cycle
- SM Southern Motorcycle
- SN Sullivans USA
- SZ** Suzuki Motors
- TM Triumph Motorcycle
- TR Tucker Rocky
- VT Tedd's V-Twin
- WB White Brothers
- WN Win Products
- WP Western Power

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The picture to the right is an image "proto-type" of yes, you guessed it, a flying Harley™ powered "Chopper". Additional information can be found on the web at:

www.breeseaircraft.com



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. 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 other people's 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.
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 lableing 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. Identifying the employee performance so you can encourage efficient behavior.
9. Making better use of the facility by reducing inventory.

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 productive can have a significant impact on overhead.

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