

*Solutions for
Serious Retailers*

COUNTERPOINT

The Solution for Dance Retailers



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CounterPoint is the software solution for serious dance retailers. Fast and easy checkout, accurate inventory tracking, automated purchasing, powerful reports—it's everything you need for dazzling performance.

CounterPoint is a complete, ready-to-use business software solution that will lift your business to the next level. It's the perfect balance of front counter and back office tools.

CounterPoint Includes:

Point of Sale Checkout

Fast, easy to use, and easy to learn—includes touchscreen, layaways, and fast (2-second!) credit card authorizations. And you can automatically display notes and pictures of your items and customers.

Apparel Grids

Track leotards and ballet slippers using a single item number with multiple colors/sizes (or lengths/widths, etc.).

Customer Loyalty

Know who your customers are and everything they've bought from you. Keep detailed sales history—great for analyzing past sales or printing mailing labels for special promotions. Track schools, sizes, or dance style with user-defined profile fields.

Increase loyalty with charge sales, gift certificates, store credits, and more.

Automatic Purchasing

Automatically restock items and track receivings from your vendors.

Meeting Your Needs

Do you want Windows or yearn for UNIX? Do you demand the power of SQL? Do you fly solo or rely on a dedicated IT department? Whether you have one store or hundreds of stores, Synchronics has a solution that's tailored to meet your unique business needs. CounterPoint will meet your needs now and is flexible enough to grow with you into the future. So when you're ready to add more registers, more stores, or more features, you can with CounterPoint!

Your Local Synchronics Dealer

LOCAL • PERSONAL • PROFESSIONAL

Your Authorized Synchronics Dealer will analyze your business needs, help establish goals, deliver and install your CounterPoint system, and follow up with training and ongoing support. Your Synchronics Dealer is nearby with personalized service—the key to your successful business.



Inventory Control

Your inventory picture is “up-to-the-minute.” You’ll know what’s in-stock, on-order, and in-transit. Define substitute items, multiple price levels, multiple barcodes, and much more.

Orders and Deposits

Create tickets and accept deposits for customers’ orders and track them from point-of-sale to receiving.

Sales History

Retain, view, and report complete detail of every sale you make, or look at summaries and cross-analyses.

Ecommerce

Upload inventory, customers, and prices to your CPOne store and download customer orders into CounterPoint for fulfillment.

Labels

Print item labels and barcodes on demand or automatically as part of purchasing or receiving.

Too many other features to list!



Jeanita's Dance & Actionwear

Five years ago, Peggy Pochedley, president of Jeanita's Dance & Actionwear in Parma Heights, OH, grew tired of the same old song and dance. After operating manually, she wanted an easier, but cost-effective, way to manage her store. That's why she purchased CounterPoint Business Software from Synchronics.

Since installing CounterPoint, Pochedley has minimized the guesswork and maximized her profitability.

"Before CounterPoint, I had to guess more—what I sold last year, what the trends are this year, and so on," she says. "I always felt a little behind. My inventory mix really needs to change from season to season, so the ability to break things down by dates and months really helps."

Pochedley has taken advantage of CounterPoint's robust reporting capabilities. The Sales Analysis report helps her determine trends in dance wear, so the store is neither over- nor under-stocked. Similarly, the Hot/Cold Analysis report helps her determine order quantities, while the merchandising reports provide an analysis of sales versus receivings for a specific time period.

"The reports help me see trends in sales like what items are selling well and how sales this year compare with prior years," says Pochedley. "This helps me put my money into the correct items and switch inventory and ordering away from areas that aren't selling as well. It also helps me plan my orders for different times of the year, based on the ups and downs in the numbers."

The benefits don't stop there. CounterPoint gives Pochedley the ability to do markdowns and price overrides at the point-of-sale while maintaining accurate profitability reporting. She can also use CounterPoint's powerful keyword search to quickly find items and Zooms to view on-hand and on-order quantities—all from ticket entry.

Another favorite feature is the apparel grid. Grids allow Pochedley to track colors and sizes (or lengths and widths, etc.) of a specific item rather than a separate item number for each color/size combination. Each color and size combination has its own barcode that reflects the exact size and color of the gridded item.

Perhaps the most significant benefit of CounterPoint is the service provided by Da-Tronics, her Authorized Synchronics Dealer. The local service and support were the key reasons she selected CounterPoint.

companyoverview

Jeanita's Dance & Actionwear

specialty: **dance apparel**

location: **Parma Heights, OH**

number of stores: **1**

year established: **1993**

using CounterPoint since: **2000**

"The people at Da-Tronics really sold me on the program," Pochedley says. "They are so helpful and personable. Knowledgeable sales and service people are essential."

CounterPoint's accurate inventory tracking and merchandising tools will help keep Jeanita's Dance & Actionwear in the spotlight for years to come. ☞

