

Top 10 Reasons to Convert to CounterPoint

Retail point-of-sale systems are quickly becoming the new benchmark in all walks of retail — from museum shops to thrift stores. Electronic cash registers and outdated retail software pale in comparison to the point-of-sale systems available today.

Below are just a few of the benefits you'll reap by upgrading to **CounterPoint** — the perfect point-of-sale system that you can customize for your retail business.

1. Save Money: **CounterPoint** will pay for itself over and over again with its increased functionality. Detailed sales reports give you a bird's eye view of your business — including which items are selling and which aren't — allowing you to make more informed purchasing decisions. Plus, **CounterPoint** eliminates manual processes such as transferring inventory from one location to another or manually keying orders from an online store into the system.

2. Make More Money: Every **CounterPoint** transaction is time-stamped, allowing you to identify your peak selling hours so you can adjust staffing accordingly. Identify items that frequently sell in pairs (e.g., flashlights and batteries) and rearrange your displays so you can up-sell efficiently on the floor and at the point of sale. Your number of line items per ticket will increase. Use graphical customer displays for point of purchase advertising, allowing you to sell advertising spots to your vendors for an additional revenue stream.

3. Sell Beyond Your Walls: Any item sold in your brick and mortar store can be sold over the Internet. Customers who may or may not have previously visited your retail establishment can make purchases 24 hours a day through **CPOnline** — an electronic commerce solution for **CounterPoint**. **CPOnline** automatically checks **CounterPoint** inventory to prevent selling out-of-stock inventory. Online orders enter the **CounterPoint** system automatically. You'll create an entirely new revenue stream for your business.

4. Increase Your Number of Repeat Customers: Implement a loyalty program with **CounterPoint** using loyalty points to encourage repeat business and higher average ticket amounts. Motivate customers to return more often.

5. Find New Customers: Sell renewable gift cards in your store to attract new customers. Did you know that most gift card recipients never spend the amount on their cards? They either over- or under-spend, which increases sales or profitability. Either way, you win!

6. Increase Inventory Turns: Inventory requires a capital investment. The amount of capital you invest to maintain proper inventory levels can be the difference between growing your business or just hanging on. **CounterPoint** can help you increase inventory returns by tracking fast and slow moving inventory and sales volumes. Seasonal trending, vendor minimum order quantities, and lead times are taken into account as **CounterPoint** provides automated Purchasing Advice Reports to achieve the proper balance of merchandise on hand.

7. Run a More Efficient Business: CounterPoint will eliminate unnecessary work.

- ◆ **No more double entry of orders.** Why use one system for your retail store and another for your online store? Choose **CounterPoint** — one retail software package that will run your entire business.



You don't need shoppers, you need customers. **CounterPoint** allows your employees to spend more time on the floor helping customers.

- ♦ **No more phoning in purchase orders.** CounterPoint will automatically calculate and create restocking orders so you can email them to your vendors.
- ♦ **No more guessing games to find out sales trends.** CounterPoint gives you up-to-the-minute sales reports for the day, week, month, or year.
- ♦ **No more long checkout lines.** Your customers will appreciate the quicker, more accurate checkout experience they will get from CounterPoint — including faster credit card authorizations from its integrated credit card processing and high-speed credit card authorizations via an Internet gateway.

8. Improve Customer Relationships: You don't need shoppers, you need customers. CounterPoint will allow your employees to spend more time on the floor helping customers. Your frequent shoppers will appreciate the fact that they can establish charge accounts, made possible by CounterPoint. Plus, since CounterPoint tells you everything you need to know about your customers, you can create meaningful targeted marketing campaigns. Encourage repeat customers to purchase new items they have never bought before. Send them coupons to try merchandise that would compliment things they have already purchased from you. It's all in the CounterPoint database.

9. Leverage Your Existing Blackbaud Investment: CounterPoint automatically interacts with The Raisers Edge® and The Financial Edge™. This means you can extend special pricing to your Raiser's Edge constituents in your retail operation. It also means that all accounting entries related to the cost and value of inventory movement and sales transactions can be posted to The Financial Edge without manual journal entries.

10. Expand Your Horizons: CounterPoint expands with your business, allowing you to add features as you need them. Options like Advanced Pricing, Receivables, and Serial Numbers add support for additional pricing levels, charge accounts, and serialized inventory tracking. CPOnline provides integrated eCommerce, allowing you to expand to the web and integrate your online sales with your CounterPoint database. As you add more stores or points of sale, CounterPoint will scale with your business. The value of your data will continue to grow with your business success.



get started today

Contact us today to learn more about Blackbaud's complete retail management system!

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