

## ***CounterPoint Success Story***

### **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."



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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. "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.