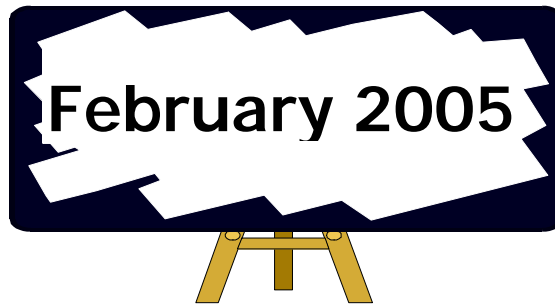


RUNTIME

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PRIORITY News

Jan 2005

★ **Consignment / Gift Shops.** A continuation of the discussion started in the January issue of RUNTIME, including recommended product mixes, price ranges, a sample pricing strategy

Feb 2005

★ **Spring / Summer Income Generation Projects.** More than what you'll read in this letter on the concept of Consignment Shops, especially for Mother's Day, Liquidation Sales and Clearance Sheets. Read the results of my interview with an expert in setting up Truckload Sales and my offer for a complimentary PowerPoint Presentation I made for my reps. If you like it, I can modify one for your reps as well.

March Madness Specials

All In Stock Forms

ULENV	Money Collection Envelopes
ULENV5	Collection Envelopes w/Labels
ULPSLIP1	Pack Slips w/Labels – continuous
ULPSLIP2	Pack Slips w/Labels – laser
Q3101	Continuous Order Forms

Double Discount

Normally	March Madness Sale
5% on 5 Cases	10% on 5 Cases
10% on 10 Cases	20% on 10 Cases

Triple Discount

Check or credit card with order.

15% on 5 Cases	30% on 10 Cases
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WinUltra Upgrade - 20% off Price List

If you haven't upgraded WinUltra for a while, there's a lot of new stuff in versions 2.1 and 2.2. The most popular seem to be:

- Add your logo to your reports and print in color. Upgrade your image with completely redesigned reports.
- Bad Designator entry / reporting. You either have no idea what the customer wants – or you want to indicate that you made a “best guess”, this feature prints on the seller pack slip and also on a separate report.
- Class/Team Distribution Sheets. If you're delivering to the gym, these large print sheets serve to identify the classrooms.
- Group Reservation Module helps keep track of your groups, status and results.
- Pop-up screens in Inventory and Brochures for faster entry.
- Laser Label and UCollect and Cashbox Cashier modules included.
- UTally replaces Merge Disk for enhanced customer or rep oriented remote entry. Email results.
- 6-digit designator capability.
- Increased security enables you to control who sees what.
- Quickbooks Interface Enhancements. Send inventory or customer data from QuickBooks to WinUltra or from WinUltra to QuickBooks. Turn tally results into itemized QuickBooks invoices and WinUltra's To Order Reports into QuickBooks Purchase Orders.

More at

www.qdpcorp.com/products/winultra/whatsnew.htm.

Call for a sample printout packet.

Shopping Cart Enhancements

- ☞ Sellers can log in and view sales totals.
- ☞ Add/remove shipping charges per group. Ex: Online fundraiser where all orders are going to the school and you want to offer free

shipping...or you're doing free shipping at a lower profit percentage to the individuals.

- ✓ Choose Y/N for shipping to Alaska and Hawaii – or use higher shipping for those orders.
- ✓ Add a message about the group's sale that appears on the brochure screen.
- ✓ Customers can order without setting up an account.
- ✓ More options for payment and shipping.
- ✓ Run both fundraising and discount stores simultaneously.
- ✓ Use with your own Gift Card or Certificate to enable customers to order from your overstocked inventory.

50% off Software Training at Your Place or Ours with WinUltra 2.2 system or upgrade

We've put both software and Dennis "on sale" so you can get software and supplies now and schedule on-site training for Spring/Summer (not Fall).

Inventory Reduction Project

Spring / Summer Income Generation Projects for your reps

Now that Fall is over, you've added partial cases of another 30 roll wrap designs to your collection. Your gift shop returns keep coming and you're blessed with too many of those items you ordered using your vendor's "projection percentages". You've also got commission-only reps struggling to keep the income going in Spring and Summer.

Consignment Shops, including Mother's / Father's Day

If you have gift shop merchandise, you've already got items targeting moms and dads. If not, use candles, flower bulbs, seeded flower mats, chocolates and other gift items.

Sell now to set up shops in April for Mother's Day in May and Father's Day in June. In addition to selling some stuff, you have another reason to be in the building.

Include some discount incentives that encourage them to keep more of what you send. See [February's PRIORITY News](#) for suggested discounts, a [listing of groups to target -- and take advantage of the PRIORITY readers PowerPoint Presentation offer.](#)

Liquidation Sales

You already have a warehouse sale. Organize your overstocks into a "cash, carry and no returns" list.

Put your list (with pictures) on your web site. Provide your reps with a printed list, some color sheet sample pictures (or use sample product from Fall). Use postcard and eMail marketing to link people to your automatically updated web sale list.

Schools can sell product at other school events. Leagues can supplement the concession stand. Offer groups 'consignment' pricing with return privileges or 'liquidation' pricing for their maximum profit.

Promote Liquidation Sales as a group's opportunity to "buy like the fundraiser buys". If you want your reps to promote the idea, you need to build in "full" commission. Additional ideas:

Remote Warehouse Sales. We rented a town's park building for a 1-day sale experiment. More in [PRIORITY News](#).

Truckload Sale. I've interviewed an experienced truckload sales organizer for a gigantic local industry and included interview info in [February's PRIORITY News](#).

Did you know you can market **wholesale lots on eBay?**

Flea Markets are big in Indiana and some people who set up booths to sell their home-crafted items need to supplement their offerings.

Find **Work From Home** folk to purchase product to sell or solicit places to sell it.

Make **Clearance Sheets** for higher percentage offerings. Some laser printers sell for \$1000 now – or outsource low volume color copies for \$.15-\$.25. Scan pictures from your brochures or [contact Sara @ QDP](#).

More on all this in February's PRIORITY News. Subscribe today for \$49.

Now is the time....

To update SOFTWARE

We offer discounts this time of year because it is easier for BOTH of us to get you up and running during the less hectic Spring season.

To get your WEB SITE Updated – or ONLINE

You should be showing your SPRING programs and gathering what you want to post for FALL.... And, of course, if you don't have a web presence, or your site is still showing your 2001 brochures (yeah, there are some like that), contact Sara@qdpcorp.com.

To Add Internet Fundraising

If you've been at this a while, you know that telling groups you tally and pack is no longer an advantage – it is expected. It is easier to be on the front edge of the curve than to have to scramble to play catch-up when your customers start demanding it and you have nothing in place. The commission from the groups you'll miss would be more than the cost of staying competitive.

To consider on-site computer training

Air fares are relatively low and we're less busy this time of year. Schedule Dennis to come to your location to do detail on-site training. We're regularly amazed when someone asks for a feature that we explain is already in the program. Find out what WinUltra, WinScan, TeleForm and TallyScan can really do for you.

Are you using WinUltra's Export Data routines?

Setting up the line

The warehouse manager comes and asks for a listing of product from which she can make labels to set up the line. She wants to set up in "designator" order with all of one vendor's products together.

Export Brochure File to Excel. I exported the entire Brochure File for Spring to an Excel Sheet. I deleted the programs we don't inventory (i.e. frozen) and then "sorted" by designator. I deleted the columns my manager didn't need and printed her list. Time at task was about 10 minutes.

Export Inventory File to Excel to make Liquidation Lists.