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Email your Information to
pevankow@softpower.com

Leasing is available on all hardware and software purchases!!!

**Save Money
Now!**

Refer a dealer to us, should they decide to purchase our software, you will receive a free month of support. There is no limit to how many referrals you can send us!



See back page for more details

Softport News

Issue 2

June 2005

Popup Ads, Spyware & Viruses...What's a dealer to do? Joe Fratianni

Part 1 of 3 Pop-Up Ads

The Internet. A wonderful place for information and communication.

As of late it has become a place full of popup adds, spyware and virus filled emails. Cleaning up the mess left behind by these programs can be a major headache. In this first installment, we'll look at how to block pop up ads.

One of the most annoying parts of the internet today is the constant pop up and pop under windows that advertisers use. Fortunately these can be blocked quite easily with programs that are free to download and use.

With the release of Service Pack 2 for windows XP, Microsoft added a built in pop up blocker to Internet Explorer 6.0 which works very well, except that it only works in XP. If you do not have Windows XP yet, you can use Netscape 8.0, available at www.netscape.com or our favorite and recommended choice would be FireFox, available at www.mozilla.org. Both Netscape and FireFox will work in XP as well.

Web Services Teri Denfeld

Just imagine submitting your warranty claim, product registration, product availability request, or purchase order to your manufacturer faster, without human intervention. In addition, you would receive a response within 5 seconds! Yes, this is where it's going, and Softpower is one of the first business system vendors to do it.

At the April 14th e-Commerce conference Softpower, in collaboration with Ariens Company demonstrated the process of submitting the documents you use regularly via the Web. Softpower Business Solutions and others have developed the standards to provide dealers the technology to automate processes to save valuable time. Dan Ariens, President of Ariens Company recently stated that "The development of Web Services standards is another tool in your arsenal to fight waste, inefficiency and loss."

Using any of these will help keep the pop ups to a minimum and make your internet use that much more pleasant. Next month we'll cover Spyware.

Call Joe at Softpower with any questions or if you think that you may be having any of these issues.



**Purchase the SP600 Thermal
Receipt Printer with Cash
Drawer in June 2005 and save
\$50!**

Call (800) 535-4031 ext. 120

Bob Senger, President of Softpower, feels Web Services is the biggest technology advance for small businesses in the last ten years. It makes E-commerce technology affordable for even the smallest dealer. The four documents that we are starting out with are only the tip of the ice burg.

Web Services technology uses the Internet to advance the exchange of information from dealer to manufacturers such as Ariens directly, more efficiently and cost-effectively. OPEI's e-commerce committee includes representatives from Ariens Company, The Toro Company, Briggs & Stratton, Stihl Inc. and Kohler. They are dedicated to assisting the industry with the implementation of the various Web Services transactions.

Contact Softpower for an online demonstration of this leading-edge technology.
sales@softpower.com

Price Files Jennifer Dumas

Updating price files manually is a thing of the past when you subscribe to Software's monthly support policy. Included in the monthly support is frequently updated price files from your distributors and manufactures. As many of our customers know, a lot of distributors and manufactures will increase and decrease their pricing without notice. Although they have

Always compare your shipping invoices with your inventory prices each time you receive parts into your system.

changed their pricing, they usually don't release a new price file until the next scheduled release date. Most of the pricing increase is due to the fluctuation of raw materials in this country. As your price list provider, we receive updates from your distributors and or manufacturers on a variable

basis throughout the year. To ensure your pricing is current, always compare your shipping invoices with your inventory prices each time you receive parts into your system.

At any time you may contact us here at Softpower to inquire about specific updates that may have been released.

Email us at pricefiles@softpower.com

The International Lawn, Garden & Power Equipment Exposition is just around the corner; here's a small highlight of what to do while you are there!

Friday, October 14, 2005

8:00 – 9:15 a.m.

"Growing Your Service Business: Greater Profits, A More Solid Business"

Lynn Pesson, Southland Engine Company, Sponsored by Yard & Garden magazine

9:30 – 10:45 a.m.

"Increasing Profits Through Your Service Department – Looking at Billing, Productivity and Expanding Your Customer Base"

Rick Cuddihe, Rick Cuddihe and Associates, Sponsored by Commercial Dealer magazine

1:00 – 2:15 p.m.

"How to deliver Excellent Service at Your Dealership"

Larry Hollon, Jerkins Creative Consulting, Sponsored by Outdoor Power Equipment magazine

2:30 – 3:45 p.m.

"Selling Service: A Strategy for Dealership Success"

Dan Shell, Power Equipment Trade, Sponsored by Power Equipment Trade magazine

Saturday, October 15, 2005

9:30 – 10:15 a.m.

"Debit Cards — Why Take Them?" Kirk Nellis

Sponsored by Lawn & Garden Dealers Association

10:30 – 11:15 a.m.

"How to Survive in the Shadow of Mass Merchants" Dan Olson

Sponsored by North American Equipment Dealers Association

11:30 a.m. – 12:15 p.m.

"Songs of the Service Technician" Jim Roche

Sponsored by Equipment & Engine Training Council

12:30 – 1:15 p.m.

"Advancing Dealership Opportunities and Profit" Melinda Delgado

Sponsored by The Service Dealers Association

3:00 – 3:45 p.m.

"Dealer Profitability in Changing Times" Scott Summers

Sponsored by Outdoor Power Equipment & Engine Service Association

4:00 – 4:45 p.m.

"Extended Product Warranty..."

A Hidden Profit Center in Your Dealership" Dave Kahler

Sponsored by Ohio-Michigan Equipment Dealers Association

For more information

<http://www.expo.mow.org/>

October 14-16, 2005

• **Kentucky Fair & Expo Center, Louisville,**