

Softport News

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Softpower & QuickBooks



Advisor Spotlight: *Teresa Denfeld*, Certified QuickBooks ProAdvisor® for the Outdoor Power Equipment and Marine Industries

Softpower is proud to introduce you to Teresa Denfeld. Teri has a Bachelor's Degree in Accounting and Business Administration, and has been a QuickBooks Pro-Advisor for over four years. Her 20+ years of experience running her private consulting business and working with Softpower Business Solutions, has proven an invaluable resource to her customers in Outdoor Power Equipment and Marine Industry businesses.

Why do we consider Teri as a successful advisor? Teri has earned a reputation as a prominent consultant and trainer, developing industry-specific techniques to set up, train and support various Intuit products. Many Softpower customers require specific inventory and reporting management tools to assist in the decision-making process. Teri has been able to network with dealers throughout the country, providing them with unique opportunities for maximizing QuickBooks, benefiting their specific business needs.

How has Intuit helped improve Teri's practice? Softpower software is written with modules fashioned specifically for small-to-medium power equipment and marine industry businesses. Rather than reinventing the wheel with accounts payable, payroll and general ledger modules; we have successfully integrated our product with QuickBooks, maximizing the benefits of both software packages. Accountants with limited experience in the power equipment and marine industries find that utilizing QuickBooks for general accounting cycle, and industry specific software for inventory, shop work orders, point of sale and receivables; simplifies and un-complicated their processes and eliminates the need for the Accountant to understand the industry.

How do you market your practice and what is most unique, what is most effective in your marketing efforts? Our marketing efforts focus on national trade shows and dealer-to-dealer recommendations. Rather than compete directly with QuickBooks, we highlight the benefits of utilizing Softpower software in conjunction with QuickBooks, and our ability to customize services based on each individual business' needs. Customer Manager is being used within our office to track correspondence and technical support issues for our existing customers. It is our intention to interface programmatically with QuickBooks in future releases of our beta product.

What advice do you have for your peers who want to build their business with the help of Intuit? Determine what is unique about your expertise and market your services to the businesses within that market. Stress how an industry-specific professional can best customize QuickBooks to provide information necessary to meet their specific needs and assist with good business decisions.



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!

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



Your Support Invoices: **New Service Available**

Softpower Business Solutions is offering a new service. Receive your monthly, quarterly and yearly invoices via email.

Contact Teri at teri@softpower.com or 800-535-4031 ext. 130 to have your account setup for this service.

Using Jump Drives For Backing Up Your Data

A jump drive - also known as a USB drive, flash drive, keychain drive, or disk-on-key - is a plug and play portable storage device that uses flash memory and is lightweight enough to attach to a key chain. A jump drive, which looks very much like an ordinary highlighter marker pen, can be used in place of a floppy disk, zip drive disk, or CD.



When the user plugs the device into their USB port, the computer's operating system recognizes the device as a removable drive and assigns it a drive letter. Unlike most removable drives, a jump drive does not require rebooting after it's attached, does not require batteries or an external power supply, and is not platform dependent.

Several jump drive manufacturers offer additional features such as password protection, and downloadable drivers that allow the keychain drive to be compatible with older systems that do not have USB ports. Jump drives are available in capacities ranging from 8 MB to 2 gigabytes, depending on manufacturer, in a corresponding range of prices.

With a jump drive, data can be retained for long periods when the jump drive is removed from the computer, or when the computer is powered-down with the drive left in. This makes the jump drive convenient for transferring data between a desktop computer and a notebook computer, or for short-term backup of small to moderate quantities of data.

If you are interested in purchasing a jump drive, contact sales@softpower.com for recommended ones.



To add or change the message that appears on all of your invoices

From C:\spower prompt, type "edit invoice.msg" and hit enter. This will display your current message.

You may now add a message if there is not one already there or you can edit the one that exists. Make sure to save your changes.

This message will need to be copied to each work station for it to work. You can copy the file in your spower folder (invoice.msg) and paste it to the spower folders on the work stations.

“Dealer to Dealer” For Sale/Wanted:

FOR SALE: We have old NOS Pioneer, Sach-Dolmar, Homelite, Echo, and Lawnboy Parts.

Please email holdenhw@knoxy.net

FOR SALE: Preprinted work order forms for your Softpower program. Order online at www.softpower.com

FOR SALE: Ribbons for your Star Receipt Printers. Order online at www.softpower.com

WANTED: More dealer products to advertise here!!! **It's Free!** Email Pam at pevankow@softpower.com

FOR SALE: Many old and obsolete parts available for Poulan, Homelite, Lawnboy, Wico, Ariens, Poulan, Remington, Oregon, & Clinton. Email parts@markwilliamsoutdoor.com for details.

FOR SALE: Lots of old parts for McCulloch saws and trimmers. Please email to: edsln@mchsi.com