

Ways ePRO Took These Retailers from Good to Great

By Cassie Scott

When business is going well, it might be difficult to consider a change. However, sometimes a simple switch takes business from good to great. Just ask archery shop owners Jeff Buttolph and Marty Stubstad. Both men recently switched from their previous point-of-sales systems to the Archery Trade Association's ATA ePRO software.

"I got a point-of-sales system 20 years ago because I knew it was important to have inventory control," Stubstad said. "I changed to ATA ePRO because it's user-friendly, makes you a smarter businessman, tracks your sales and inventory and helps you communicate with customers."

ATA ePRO is an all-in-one software program designed for archery retailers by archery retailers to help make pro shops more productive and profitable. Its features help retailers improve customer service, track work orders, integrate all store operations and make more money from their ranges. Plus, the ATA guarantees the security of all data stored within ATA ePRO.

ATA members who already made the switch rave about the program. ATA-member retailers Buttolph, owner of Shooters Archery in Beaverdam, Virginia and Stubstad, owner of Archery Headquarters Inc. in Rochester, Minnesota, spoke highly of the program's offerings and solutions. Both shop owners purchased the program at the 2017 ATA Trade Show and have worked with it for nearly a year. Here, they provide some honest and helpful feedback about ATA ePRO features.

Electronic Work Orders and The Bow Desk

Any equipment brought in for repair receives a work order. The work order system tracks the progress of all orders and stores customer information, simplifying future repairs. The Bow Desk shows you all existing, uncompleted work orders. Both features work together to help you manage your daily tasks and service work.

Stubstad said this feature is easy to use and helped him increase his work orders by 50 percent. Buttolph said Shooters Archery is also doing more repairs now than ever and he would never go back to the previous system.

Automatic Customer Communication

ATA ePRO keeps customers up-to-date on repair and notifies them when their bows are ready for pickup. The software automatically texts or emails customers when the



ATA ePRO software connects with your current website to sell lessons, classes and leagues online. It even processes auto-payments by credit cards. The software tells customers when to show up and sends reminders so they do not forget.

status of work orders changes.

"I used to keep track of everything in my head," Buttolph said. "Now I can sleep at night because the software does the work for me." Stubstad agreed and said his shop's overall communication efforts are up 100 percent and his customers often express their appreciation for regular updates.

Purchase Orders and Inventory

The purchase order tool allows you to order and track all your shipments. The system contains SKU numbers from many manufacturers and is updated regularly. You can also quickly and easily add any product to the system. The program allows you to set minimums and maximums on inventory levels to help you avoid empty shelves or over-purchasing products.

These features will help you buy smarter because you will know what you sold and when you sold it. The following year, you will know what items to buy and when to stock them. That knowledge will help you program better orders because you can buy in bulk to get discounts and save on freight costs with fewer shipments.

"It's simple to manage your inventory with ATA ePRO," Buttolph said. "We place more and more orders through the ATA ePRO PO function. The system lets us do more direct orders, minimizing the number of orders we send to distributors, which means greater profits."

Stubstad said the system also helps him stay organized and up-to-date on inventory management.



ATA ePRO's work order system tracks the progress of all orders and stores customer information, simplifying future repairs. This feature automatically updates customers of repair and notifies them when their bows are ready for pickup.

Reports

All reports are extremely customizable. Users can generate reports of taxes, inventory, range usage, sales history, employee time sheets and more. The feature also helps determine profit margins because you can produce reports on what you sold, not what you bought.

"We only use a few reports regularly," Buttolph said. "One is for taxes and the other is for inventory on hand. Both are flawless."

Range

The range feature allows you to see all active range users and check participants in and out. The program tracks every minute a customer is on the range to maximize your profits and only charge customers for their usage.

"We have been able to capitalize on range time income through the kiosk," Buttolph said. "We were previously giving away time. Now we can reward our customers with free range time through product purchases. We offer reward tokens for every large purchase, which gives incentive to buy. The token idea is great!"

Online Bookings for Classes and Events

ATA ePRO connects with your current website to sell lessons, classes and leagues online. It even processes auto-payments by credit cards. The software tells customers when to show up and sends reminders so they don't forget.

"We use this on a limited basis for our Junior Olympic Archery Development program," Buttolph said. "Most people still prefer to pay in the store and not book ahead but everything in the feature works well for our business. We hope to use it for our leagues since we fill up quickly. We may need to go to a 'first come, first serve' basis."

Stubstad said his website is set up for lessons

and classes but he has not started using this feature yet. He plans to take advantage of hands-on learning at the 2018 ATA Trade Show to integrate the technologies.

Employee Time Tracking System

The time system logs your employees' start times, break times and finish times. It can continually update their weekly totals and calculate their paychecks and deductions. It can also track each employee's sales, how many bows they repaired, how many arrows they made or how many students they taught.

Targeted Advertising to Customers

Through email and text receipts, ATA ePRO uses information about each sale or work order to suggest in-stock items a customer might want to purchase. Each suggestion is tailored to the customer's sales history and the equipment they already own, prompting customers to buy more items to complete their setup.

Stubstad likes the idea of promoting merchandise he sells without having to do anything thanks to ATA ePRO's algorithms.

Are You Ready For A Change?

Stubstad said he is not a real techie but has been able to manage ATA ePRO just fine and looks forward to learning more. He encourages others to make the switch and said, "If someone like me can use the program, anyone can."

To learn more about ATA ePRO, visit the 2018 ATA Trade Show's Member Services Area, located in Exhibit Hall F. If you are not attending the show, contact Kurt Smith, the ATA's senior manager of retail programs, at kurtsmith@archerytrade.org or (717) 578-0736. You can also schedule a demo by contacting Cassie Donnelly, ATA ePRO service technician, at cassiedonnelly@archerytrade.org or (866) 266-2776 ext. 299.



ATA ePRO's time system tracks each employee's sales, how many bows they repaired, how many arrows they made and how many students they taught.

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It's a Digital Age. Is Your Website Reaching New Customers?

By Cassie Scott



Customers want the latest, greatest gear and technology and your website is no exception. Make the first connection a fast and positive one by optimizing your website for mobile and tablet devices.



Consumers want answers and they want them fast. They want to know everything about you – who you are, what you offer, what your store looks like – before stepping through your door. A website helps meet that demand and provides a critical first impression.

To attract new customers and stay relevant in today's digital age, you need a website: not just any old website but a thorough, well-designed and up-to-date website.

Why You Should Have a Website

It is common to have a cell phone these days and it is common sense to use it. Gone are the days of flipping through a phone book or thumbing through the Yellow Pages. Here are the days of Siri, Alexa and Google. Need something? Just ask or look online.

Most people defer to their phones and online resources to find classes, services, restaurants and businesses. In fact, Yelp found over 85 percent of consumers use the Internet to find local businesses. If you do not have a website, chances are you are losing valuable customers who don't even know you exist.

There are many reasons why having a website is crucial to your archery shop. A website provides a critical first impression, drives customers to your doorstep and helps you make informed decisions by using analytics. Most importantly, a website helps you boost your customer base and increase sales.

Website Benefits: How the Stats Stack Up

A website:

- Makes your business more credible. A 2015 study by Verisign reported that 84 percent of consumers believe small businesses with websites are more credible than those without an online presence.
- Makes your business discoverable. The same study by Verisign also reported that nine out of 10 consumers rely on the Internet to locate and evaluate local goods and services.

- Brings customers to your door. According to Google's 2016 data, 68 percent of consumers who conduct local searches on their smartphone go to a store within 24 hours and nearly 50 percent make a purchase within a day.
- Helps you make money. Espresso Digital reported that of the small businesses that have websites, 69 percent of them have annual sales of \$1,000,000-\$2,490,000.

I Want a Great Website! Now What?

Maybe your website looks a little plain-Jane and you are ready for an upgrade. Or maybe you don't even have one. Either way, the ATA can help. Now is the perfect time to increase your online visibility.

The ATA partnered with website experts to ensure your website is fresh, is easy to find and has good content. They can help you identify ways to improve your current site and guide you to make necessary updates and adjustments.

Start by taking advantage of the ATA's 2018 Trade Show deal. Work with website experts to create a well-designed, professional website valued at \$5,950 for only \$1,500. That is a saving of 75 percent. Also, every retailer who meets with a designated expert in the digital marketing field at the 2018 Trade Show will be entered to win one of two iPad Pros. Visit the 2018 ATA Trade Show's Member Services Area, located in Exhibit Hall F, to learn more.

If you are not attending the show or are unsure where to start, contact Nicole Nash, the ATA's member outreach manager, at nicolenash@archerytrade.org to discuss your options.