

## ***CounterPoint Success Story***

### **Millers' School Supplies**

Founded in 1987 by former teacher, Cynthia Miller, Millers' School Supplies has grown into a first-class operation. Cynthia recognized the need for a good school supply store in her hometown of Longwood, Florida. "We began with a 900 square-foot store that soon grew to its present 5,000 square-feet, plus a second store and an office/warehouse complex."

In the beginning, Millers' School Supplies used old-fashioned paper and pencil to control their inventory and issue P.O.'s. "We had a very good paper system. It was great, but very time consuming. I knew we had to computerize if we were to grow." After studying her options, Cynthia chose Strategic Solutions, Inc., a Synchronics Authorized Dealer, to install CounterPoint in 1996. With CounterPoint, Cynthia was able to automate her retail operation and watch her business expand.



Today Millers' primary customers are teachers, parents, day cares, churches, and nursing homes. Cynthia knows that great service brings her customers back. And CounterPoint's built-in customer tracking and flexible pricing options have helped them rally in the sales. "We have great customer service—do lots of special ordering. We have great sales twice a year and offer a special every month. Many promotions are used throughout the year." Now that Millers' has a computer system that accurately tracks their customers, they're prepped for grade-A performance. And CounterPoint includes all the tools they need to take their customer service to the next level—gift registries, gift certificates, a frequent shopper program, and the ability to print labels for promotional mailings.

With CounterPoint, Cynthia is in control of her business—she knows what's in stock, what her customers want, and how to sell it to them. "I love the ability to categorize products. Teachers often teach by theme—I can plug in 'apple' or 'zebra' and get products on hundreds of themes. Great!"

As a member of NSSEA (National School Supply and Equipment Association), Cynthia keeps up with industry trends and hopes to continue the expansion of her business. "There is room for growth in our area. I have great spots in mind for two more stores." CounterPoint has proven to be more than just a smart choice for Millers' School Supplies—it was an investment in their future.