

ASWi HAPPENINGS

ASWi Customer Newsletter

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Happenings Purpose

The purpose of a newsletter is an opportunity for the ASWi team to provide you and the rest of our clients with information on all the new ASWi and Acumatica related things (or “happenings”) that you may not otherwise be aware of.

Please feel free to share this newsletter with any/all of your team. Please let me know if anyone on your team who would like to be added to the mailing list for the next issue and removed.

Happy National Sons Day



Having a son can certainly be an amazing gift in life! To experience holding a baby boy, raising him up, or teaching him how to become a man is an honor and a privilege that parents have. And even people who may not have a son in a genetic manner can certainly still celebrate this day, because this day celebrates the little boys of the world who are growing up, or have grown up, to become amazing men.

National Sons Day is a day to celebrate the importance of raising up young boys who are future fathers, role models and leaders in the world. And it is a great time to be reminded exactly how great it is to have a son.

If you have a son(s), give them a call or spend some quality time with them. Grandsons, nephews, etc. count!

Dad Jokes | Sons Edition

Son: Can I please have a bookmark?

Dad: Help yourself to a book from the shelf. And by the way, my name is not Mark!

Son: For \$20, I promise I'll be good.

Dad: What!? When I was your age I was good for nothing.

Son: Do you know the difference between Oreos and elephants?

Dad: No.

Son: Then it's a good thing Mom does the grocery shopping!

Dad: You'll never be successful if you keep procrastinating.

Son: Oh yeah? Just you wait!

Dad: If you keep pulling my hair, you'll have to get off my shoulders.

Son: Sorry, I was just trying to get my gum back.

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ASWi Customer Spotlight | Fun Guns



ASWi is very humbled and proud to be able to serve our customers as an ERP solution provider and a trusted business advisor. We are very privileged to serve some of the most innovative organizations in the country.

This week I would like to spotlight and introduce [Fun Guns](#)

Based in Waco, TX, Fun Guns LLC is a retail firearms outlet, selling firearms, ammunition, accessories, and clothing to the “Gun Nerd” community for the past ten years. Fun Guns has built a following of loyal customers based on a focus on high quality goods without the swagger.

ASWi ISV Spotlight | SPS Commerce



SPS COMMERCE
INFINITE RETAIL POWER™

SPS Commerce Fulfillment for Acumatica is a fully integrated, full-service EDI solution embedded in the Acumatica platform that provides everything you need to connect your trading partners using EDI.

SPS Commerce have 4 connector modules available on the Acumatica price list:

EDI Sales Order: provides access to the embedded Inbound 850 (PO), Outbound Invoice (810), PO Acknowledgement (855) and the Inventory Advice (846).

EDI Shipping: provides access to the Outbound 856 (Advance Ship Notice) document.

EDI Warehouse: provides access to the Outbound 940 (Warehouse Shipping Order) and the Inbound 945 (Warehouse Shipping Advice) enabling document transfer with 3PL warehouses.

EDI Purchase Order: provides access to the Outbound 850 (Purchase Order) and the Inbound 810 (Invoice) enabling EDI with suppliers.

Each of these add-on modules also requires a separate purchase of SPS subscription services.

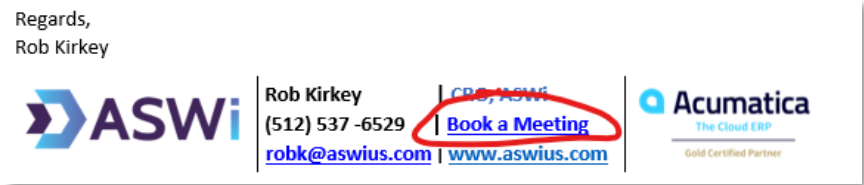
Please let Keith Wood (keithw@ASWiUS.com) on our team know if you would like any additional information on integrating your Acumatica Cloud ERP instance to SPS Commerce's EDI options.

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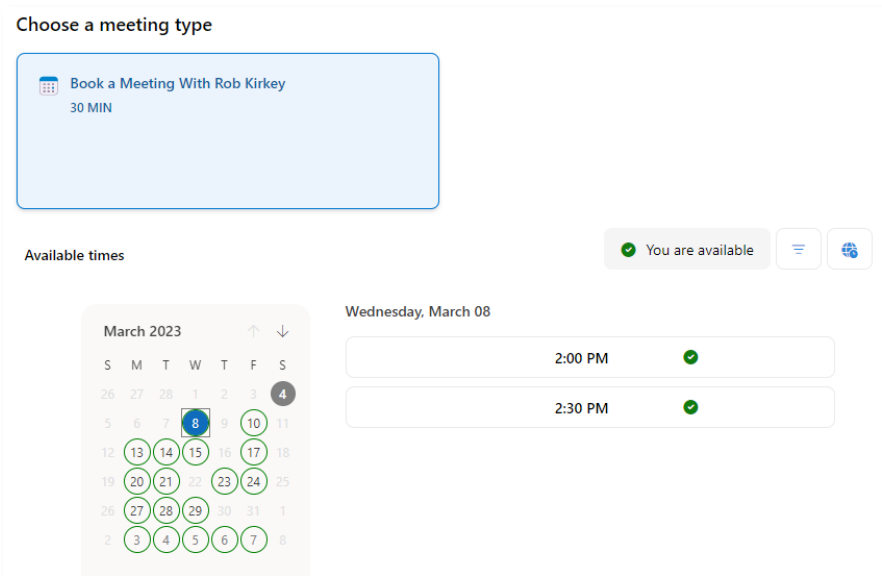
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Microsoft Office Tips | Microsoft Bookings

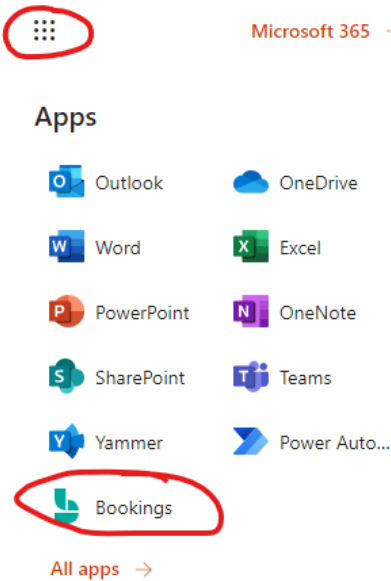
If you have received an email from me recently, you may have noticed the "Book a Meeting" link on my signature line:



Using this link, you will be brought to my Outlook account's Bookings page on which you can see my availability and book a meeting in my Outlook calendar:



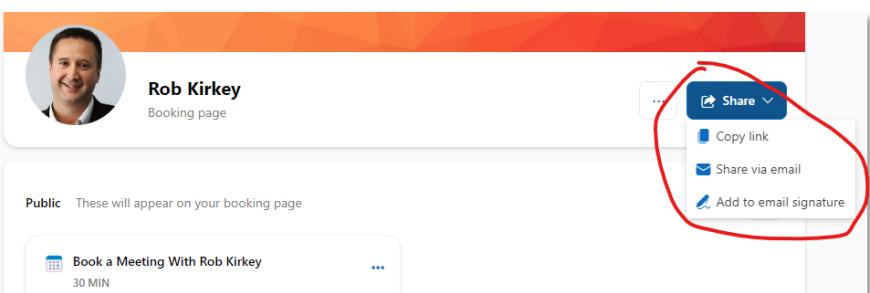
If you are using Microsoft Office 365, there is a good chance that you have the capability to enable a calendar Bookings pages for your account as well.



To check, just log into office.com and click on the 6 dots in the upper left hand corner. This should allow you to view what Microsoft Office applications you have available to you.

If you see Bookings, you can click on it to go to your Personal Booking Page where you can configure your settings and click on the Share button to make your Bookings page available.

You can do as I have and include a link to your Bookings page in your email signature footer, you can share it via email and/or copy and paste it in a document or email.



ASWi Customer Newsletter

Sales 101 | Closing the Sales Meets the Modern Buying Journey

By Jeb Blount

The Five Stages of the Modern Buying Journey

The steps of the buying journey can vary but in general, the buying journey can be broken down into the following stages:

1. **Awareness:** The buyer becomes aware that they have a need or problem that needs to be addressed. (aligns to prospecting in the sales process)
2. **Research:** The buyer begins to research potential solutions to their need or problem. This can involve searching online, reading reviews, talking to friends or colleagues, and visiting websites or stores. (aligns to insight and discovery in the sales process)
3. **Consideration:** The buyer evaluates the different options they have identified during their research, weighing the pros and cons of each one. (aligns to presentation and business case in the sales process)
4. **Decision:** The buyer makes a decision on which product or service to purchase. (aligns to closing and negotiation in the sales process)
5. **Post-purchase:** After the purchase, the buyer evaluates their decision and experiences with the product or service. This can lead to positive or negative feedback, reviews, or referrals. (aligns to account expansion and retention in the sales process)

It's important to note that buyers may move back and forth between these stages, and may also skip or repeat stages depending on the complexity of the product or service being purchased. Additionally, different buyers may have different experiences during each stage, based on their individual needs, preferences, behaviors, and interactions with salespeople.

The Salesperson as a Guide on the Buying Journey

The salesperson's role in guiding the buying journey is to understand the customer's needs and to help them navigate the various stages of the buying journey.

The salesperson needs to identify where the customer is in the buying journey and tailor their approach accordingly. For example, if the customer is in the awareness stage, the salesperson should focus on providing educational content to help them better understand the problem they are trying to solve. If the customer is in the consideration stage, the salesperson should focus on providing more detailed information about their products or services, and how they can solve the customer's problem.

The salesperson should also be able to answer any questions along the way, and provide guidance and support throughout the buying journey. This includes providing recommendations, addressing objections, and helping the customer understand the value proposition of the product or service.

Sales 101 | Closing the Sales Meets the Modern Buying Journey (cont'd)

By Jeb Blount

Ultimately, the salesperson's role in guiding the buying journey is to build trust and rapport with the customer, and to create a positive experience that inspires the customer to make a purchase.

Closing the Sale is Just One Part of the Journey

Far too many salespeople and their leaders make the mistake of focusing too much on closing the sale and not enough on the process, journey, and buying experience. They falsely believe that being a "closer" matters most to their ultimate success.

Countless hours are devoted to training, practicing, and mastering closing techniques. Yet these closing techniques often turn off modern, informed buyers who do not want to feel manipulated.

When you approach buyers with the myopic mindset of closing the sale, they know it. Rather than feeling motivated to do business with you, your buyer feels pressured and defensive, which pushes them into the arms of your competitors.

The truth is that closing the sale is only one small part of the sales and buying journeys. Effective closing should be a natural step in well-executed sales process rather than an event in time.

Buyers Are in Control of Their Journey

It is crucial to understand that buyers are in control of their journey. They will make the decision to buy from you for their reasons, not yours. It is not your job to "close" the buyer, but rather to help the buyer close themselves.

Buyers do not like being pressured because it makes them feel uncomfortable. High-pressure sales tactics can create a negative energy that puts the buyer on the defensive, and can make them feel like they are being manipulated. This can lead to a lack of trust in the salesperson, and may ultimately cause the buyer to seek out alternative options.

Modern buyers have more access to information and reviews about products and services, which means that they are often more informed and less likely to be swayed by high-pressure tactics. They are also more likely to seek out reviews and recommendations from friends and family, as well as online sources, before making a purchase.

As a result, building trust and rapport with the buyer is a much more effective way to close a sale than using high-pressure tactics.

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Sales 101 | Closing the Sales Meets the Modern Buying Journey (cont'd)

By Jeb Blount

Focus on the Buyer Rather Than Your Desire to Close the Sales

To close the sale, it is essential to focus on the needs and wants of your buyer. This means taking the time to understand their pain, challenges, and desired outcomes. It means offering recommendations that bridge from the value you offer to their problems; and then, demonstrating how your recommendations will help them achieve their desired outcomes.

It also means building trust and rapport with the buyer, so that they feel comfortable and confident in making a purchase from you. You'll build trust by:

1. **Being honest and transparent:** Be upfront about the the limitations of your products or services and avoid making exaggerated claims or hiding important information from your buyer.
2. **Active listening:** Listen carefully to your buyer's needs and concerns and demonstrate that you understand and empathize with their situation.
3. **Providing value:** Offer solutions that meet your buyer's specific needs and provide value that goes beyond what you are selling.
4. **Establishing credibility:** Establish credibility by sharing success stories, industry expertise, or providing references from other satisfied clients.
5. **Following up:** After the sale, follow up with your new customer to ensure their satisfaction and address any issues or concerns. This helps build a long-term relationship, shows the buyer that you care about their experience, and makes closing the sale much easier on their next buy.

Avoid the Features Dump

Another common mistake that sales professionals make is focusing too much on the features and benefits of their products or services, rather than on the needs and wants of the buyer.

While it is important to communicate the value of what you are offering, it is equally important to tailor your proposal to their unique situation using their language. Remember: people buy for their reasons not yours.

Discovery First

The true art of sales is helping your buyer close themselves rather than mastering closing techniques.

Instead, focus on discovery. Ask artful open-ended questions and listen. Top professionals invest as much as 80% of their time in the discovery stage of the sales process guiding their buyer with questions and relevant insight.

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Sales 101 | Closing the Sales Meets the Modern Buying Journey (cont'd)

By Jeb Blount

During discovery, take the time to build a relationship with the buyer by learning more about their interests, background, and how your product or service will impact them personally. Demonstrate through your actions that you actually care about them.

Five Things to Remember for Closing the Sale

1. Sales professionals often focus too much on closing the sale, leading to negative energy and a lack of success.
2. Understanding that the buyer is in control and helping them close themselves is crucial for success in sales.
3. Buyers are more educated and resistant to high-pressure sales tactics, so it's important to focus on their needs and wants.
4. Building trust and rapport with customers and following up after the sale are important for building relationships and future sales.
5. You close the sale when you bridge value to your buyer's desired outcomes rather than pitching features.

Create an experience that makes the buyer want to buy and you will find that closing the sale is smooth, easy, and painless because buyers close themselves.

HAPPENINGS

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Movies of Note

Date	Movie
2/28	2023 Acumatica Summit: Developer General Session
3/3	Overdose Delivers Digital Success for BigCommerce Enterprise Mer-

Acumatica Webinars

Date	Time	Webinar
3/7	1:00 pm CT	Essential Sales, Marketing, and Support Solution for Increasing Revenue and Customer Satisfaction
3/8	1:00 pm CT	How Industrial Equipment Manufacturers Radia Products & Delux Manufacturing Are Making Big Moves w Acumatica
3/8	Noon CT	Quality Management for Acumatica
3/9	1:00 pm CT	Source Day 3 Things Mfrs Should Focus on in 2023
3/9	10:00 am CT	Planview Overcoming Resource Management Challenges
3/14	1:00 pm CT	How Olympia Chimney Supply Optimized Fabricated Metal Operations with Acumatica Manufacturing Edition
3/14	11:00 am CT	Acumatica Inventory Optimization with Acumatica Inquiries
3/15	1:00 pm CT	Building a Solid Foundation for your Construction Business
3/15	8:00 am CT	Netstock Pivot Forecasting
3/15	5:00 pm CT	Netstock Pivot Forecasting
3/15	2:00 pm CT	PASBA Back to Basics w Balance Sheet Reconciliations
3/15	Noon CT	Processing Manufacturing Suite for Acumatica
3/16	1:00 pm CT	Field Service Management Essentials
3/21	1:00 pm CT	Prepare for what's next with Comprehensive Retail Compliance
3/21	1:00 pm CT	Power Work Forward with Exceptional Usability in Acumatica Cloud ERP
3/22	Noon CT	Validation as a Service for Acumatica
3/22	1:00 pm CT	Modernize Manufacturing Operations with a Comprehensive, Multi-Modal System
3/23	1:00 pm CT	Retail Tools to Strengthen Customer Experiences
3/28	1:00 pm CT	Automated Inventory and Order Management with Acumat-
3/30	1:00 pm CT	Distributors: Acumatica Cloud ERP Leaves Epicor Prophet

Acumatica Blog

Date	Article
3/2	Managing Your Inventory with an ERP System
2/28	Acumatica's First User Group in the United Kingdom and Ireland

Acumatica Community Discussions of Note

Thread
Classic Cash Flow Report
How to close AP Prepayment (cash advance to employee)
Sales tax for Telecom
Product Configurator - How does the demand get captured in the MRP?
Create PO screen changes Close PO Line to "By Quantity"

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Calendar of Events

Date	Event/Activity	Notes
3/14 - 18	CONEXPO-CON/AGG	Las Vegas Convention Center. Register Here.
3/20 - 23	PROMAT	McCormick Place, Chicago, IL. Register Here.
5/10 - 12	AICPA CFO Conference	Salt Lake City, UT. Register Here.
6/14 - 15	Retail Innovation Conference	McCormick Place, Chicago, IL. Register Here.
6/21 - 23	CICPAC Annual Conference	Chicago, IL Register Here.
7/15 - 19	CFMA Annual Conference	Aurora, CO Register Here.
7/30 - 8/1	RetailNOW 2023	Orlando, FL More Info.
9/11 - 13	Pack Expo International 2023	Las Vegas More Info.
9/11 - 14	FABTECH 2023	Chicago, IL More Info.
9/18 - 20	PROCORE Groundbreak	Chicago, IL More Info.
10/31 - 11/3	SEMA 2023	Las Vegas, NV

ASWi | Our Values, Mission & Focus



Provide Substantial Value that's sustainable, scalable & Systemic

