



# New User Welcome

## Must Read for Store Owners & Managers

### Table of Contents

Introduction.....	2
Inventory Management.....	2
Customers .....	3
Staff.....	3
Advertising.....	3
Summary & Tips.....	3
Knowledge .....	3
Equipment & Environment .....	4
Disaster Procedure.....	4
Getting Started .....	4
Without Conversion .....	4
With Conversion .....	5
Recommended Categories .....	5

## Introduction

Welcome and thank you for becoming a client. Our mission is to help you to improve your business through the use of technology. You probably know that we have many years of computer and jewelry store operation and management experience. What sets The Edge apart from our competitors are its management tools, which are built around retail principles, practices, methodologies, and formulas proven to work.

There is nothing more valuable to the decision-making process than solid analytical reports, and no program does a better job of ensuring that you get quality, actionable reports that you can rely on than The Edge does. To get reports that you need to run your business better, there are a few things you need to know and do.

With The Edge, you have the tools to monitor, measure and make better decisions on four key components essential to profitability in retail stores: inventory management, customer relationship management, salesperson's performance, and advertising. We urge you to become familiar with these features.

## Inventory Management

Every piece of merchandise must be entered into inventory. You would want to do this as a matter of course for inventory control and general record keeping purposes. In The Edge, all merchandise will be entered into the appropriate category (a category is a group with like characteristics, i.e., diamond earrings, colored stone rings, sterling silver bracelets, etc.). See best practice category list at end of this document. You deposit inventory items into the appropriate category, and The Edge does the rest. It knows how much of what you have in stock by category, in ten cost ranges and three age ranges, and how each of these are selling. You get a view of your inventory's performance that can only help you make better buying decisions leading to greater profits.

Customers starting with data converted from another system will have the categories predefined by the conversion programmers. You would have discussed that with them along the way. Customers starting from scratch and entering their merchandise will have a default best practices category predefined in the startup database. In either case, all new items will be entered into the appropriate categories that have been defined in your system.

Getting great results is as simple as entering items into inventory as they arrive and selling them through the POS module. Your staff puts items into the proper categories with the required fields; The Edge date stamps them and quantifies by cost. Special Orders are created in POS and are put into inventory when they arrive in the store. The Edge will alert the operator that a special order has been processed and attach the item to the customer to prevent an accidental sale of the item. The Edge can even automatically notify the customer when the item is entered into inventory. You make all sales and returns through POS and The Edge will generate the most precise, actionable inventory management reports in our industry. There are other things you will want to be familiar with in The Edge but we can't overemphasize the importance

of the simple pattern of: enter into inventory – sell/return – repeat. Recommended categories are listed at the end of this document.

## Customers

No doubt your business will be better with a more finely tuned inventory, but customers are the life-blood of your business. In today's retail environment, it is more important than ever to build good relationships and loyalty within your customer base. For starters, get every customer's pertinent information into your system. Yes, it may take 20 seconds or so the first time but they can be retrieved in seconds after that each time they transact business with you. What you get is a database rich with opportunity that can be mined to create goodwill and additional sales. You'll learn that 5 to 7 percent of your customers account for 50 percent of your business. You'll know who they are and you have a number of ways to communicate with them and build loyalty. You can send text messages automatically when repairs are finished or when a special order has been received. The wish list, rewards program, and birthday and anniversary recognition capabilities all contribute to customer retention.

## Staff

Not to be overlooked, your staff plays an integral part in your success, but the responsibility of developing an effective sales staff lies with the store owner or manager. Each time a transaction takes place at POS, the sales associate assisting the customer identifies themselves. The Edge will measure the activity and productiveness of each sales person, and The Edge reports will help you to develop a more productive sales staff.

## Advertising

The famous merchant John Wanamaker is credited with saying, "half of the money I spend on advertising is wasted; the trouble is I don't know which half." If John had had The Edge, he would have known. The "Why In?" feature in The Edge will let you know what events and what media work best for your store. You'll spend your advertising dollars more effectively.

## Summary & Tips

As an owner or manager, you should know what tools you have in the four essential areas above that can contribute to your success. Using these tools will result in a more profitable business. Additionally the Edge Retail Academy consultants can assist you in the use of these tools and developing strategies and plans to to move your business forward.

## Knowledge

I would urge you to take advantage of our operational training and make sure that everyone who needs to operate The Edge to do their job can demonstrate their proficiency. Not everyone needs to know everything about The Edge, the sales staff can do their job by knowing what the POS module is capable of, the jeweler by knowing how he interacts in the process, etc. It is a fact that most computer problems

are caused by user error. Ensuring that all employees are doing their job right will result in smoother operations and the best analytical data.

## Equipment & Environment

I wish to reinforce the need to have the right computer equipment and environment. You've made a substantial investment of time and money into computerizing your store; that can pay huge dividends. It is in your best interest to make sure the environment in which The Edge is running is solid. That includes hardware, network, and operators. Faulty or buggy networks will cause problems sooner or later that could be painful to resolve. Unfamiliar operators can have an adverse effect on the desired result so please make sure all operators know how to interact with The Edge to perform their jobs. Overloading your computers with too much software can impact on the performance of The Edge. Make sure you have good anti-virus protection installed, and make sure you back-up The Edge frequently.

## Disaster Procedure

Another thing I'd like to emphasize is the need for a disaster procedure in case you lose your computer or connection to your credit card processor. Computers fail for hardware problems, corruption resulting from sudden power surges or loss, etc. They are not common, but they do happen. Sooner or later everyone experiences a computer malfunction, but if you are properly prepared, it is not the end of the world. You will lose connection with your CC processor for reasons beyond anyone's control. Failure is rare but it does happen, and you are not immune. You need to have a manual fall back procedure in the event that the main computer fails leaving you without a computer system. Save your copy of each receipt in chronological order in a file cabinet so in the event of a down system you can operate manually. During the down time, new sales can be hand written and credit cards can be processed using the call-in approval process that every credit card company supports in case of emergency. When the system is restored, the manual transactions can be entered into The Edge bringing the system back up to date. Multi-store transfers use the Internet to exchange data, but the procedure enables the systems to "catch up" after restoring connection. Be familiar with operational and recovery procedures.

## Getting Started

### Without Conversion

Without a conversion you are starting at square one.

It would be best to start after your key person attends training either at our headquarters in Connecticut, via live webinar, or at one of the regional locations.

We recommend that you install The Edge demo system on a computer so that the staff can gain familiarity with while preparing the production Edge system for deployment. Encourage them to use it. I would actually encourage each sales person to mimic the activity on the sales floor each day. Because of its extensive functionality, The Edge may look daunting at first, but taken step-by-step, it is really very logical and pretty straight forward.

The Edge and general good practice requires that your entire inventory be entered into the system before using POS. Doing so will make the transition to a computer system a lot smoother. You don't want to create a situation where a customer chooses to purchase two items, one with a computer generated tag and the other not yet entered into the computer. Before all items are entered into inventory, continue to sell them as you previously had, but now make sure you save the tags (computerized or old) along with the receipt. Enter the sale into the computer after the customer leaves (this is an additional step during transition). This is an opportunity for the sales staff to learn how to process a sale at POS without the pressure of a customer in front of them. An item with a computer tag can be scanned and sold, or its SKU can be entered in the sell item box. Items with old tags should be entered into inventory first and then sold. This can be done right through POS pretty quickly, but the inventory manager may enter these items into inventory when they are sold so the sales staff doesn't have to deal with the detail information captured on merchandise. At the end of each day more items should be entered into the system and tagged and all sales made on the course of the day should be posted through POS. After getting familiar with the process it is fair to say that the inventory person should average 50 to 60 items per hour. Some items with a lot of stone information may take a bit long, but other items will go quicker. Multiple users may enter inventory at the same time. Our advice is to complete this effort as quickly as possible and begin using POS to record all sales activity. If the staff mimics the daily activity on the demo system from the beginning, they should be ready to use it in real time.

## With Conversion

You will hit the ground running when we finalize the conversion. Time your attendance in a training session to coincide with the completion of your conversion. In the meantime, we recommend that your staff gets familiar with the demo system by mimicking the store's daily activity just as suggested to those stores starting from scratch. Use the time to get familiar with The Edge while the conversion is being worked on. Install The Edge Demo on a computer that everyone has access to, and when a transaction is conducted in the store, mimic that on the Demo system. Take in a repair, sell an item, put something on layaway, receive a payment, etc. When your conversion is complete, your team will be ready to start using it.

## Recommended Categories

ID	Name	Type
100	Diamond Engagement Rings	RING
110	Diamond Wedding Bands - Women's	RING
115	Diamond Wedding Bands - Men's	RING
120	Diamond Anniversary Rings	RING
130	Diamond Fashion Rings – Women's	RING
135	Diamond Fashion Rings - Men's	RING
140	Diamond Semi-Mount Rings	RING
145	Diamond Wedding Set	RING
150	Diamond Earrings	EARRINGS
160	Diamond Pendants	PENDANT
165	Diamond Necklaces	NECKLACE
170	Diamond Bracelets	BRACELET

180	Diamond Pins and Brooches	PIN
185	Diamond Jewelry Miscellaneous	OTHER
190	Diamonds - Loose	LOOSE STONES
200	Colored Stone Rings - Women's	RING
205	Colored Stone Rings - Men's	RING
210	Colored Stone Earrings	EARRINGS
230	Colored Stone Pendants	PENDANT
235	Colored Stone Necklaces	NECKLACE
240	Colored Stone Bracelets	BRACELET
250	Colored Stone Pins and Brooches	PIN
260	Colored Stone Jewelry - Misc	OTHER
270	Colored Stones - Loose	LOOSE STONES
300	Pearl Rings	RING
310	Pearl Earrings	EARRINGS
320	Pearl Pendants	PENDANT
325	Pearl Necklace	NECKLACE
330	Pearl Bracelets	BRACELET
335	Pearl Pins & Brooches	PEARLS
340	Pearl Jewelry Misc.	PEARLS
400	Precious Metal (No Stones) Wedding Bands - Women's	RING
405	Precious Metal (No Stones) Wedding Bands - Men's	RING
410	Precious Metal (No Stones) Fashion Rings - Women's	RING
415	Precious Metal (No Stones) Fashion Rings - Men's	RING
420	Precious Metal (No Stones) Remounts	RING
425	Precious Metal (No Stones) Earrings	EARRINGS
430	Precious Metal (No Stones) Chains	CHAIN
431	Precious Metal (No Stones) Necklaces	NECKLACE
435	Precious Metal (No Stones) Pendants/Charms	CHARM
440	Precious Metal (No Stones) Bracelets	BRACELET
445	Precious Metal (No Stones) Jewelry - Misc	OTHER
450	Precious Metal (No Stones) Pins	PIN
500	Watches - Luxury	WATCH
505	Watches - Dress	WATCH
510	Watch - Sport	WATCH
515	Watch - Chronograph	WATCH
600	Silver Chains	CHAIN
610	Silver Bracelets	BRACELET
620	Silver Rings Without Stones	RING
640	Silver Charms/Pendants	CHARM
645	Silver Earrings	EARRINGS
647	Silver Pins & Brooches	PIN
650	Silver Jewelry Misc.	OTHER
700	Giftware - Crystal	OTHER
710	Giftware - Porcelain	OTHER
720	Giftware - Collectibles	OTHER
730	Giftware Silver/Silver Plate/Pewter, Etc	OTHER
900	Bulk general merchandise UPC/SKU - Roses	BULK
905	Bulk general merchandise UPC/SKU - Batteries & Watch Parts	OTHER

910	Bulk Buy & Sell Item by measure UOM	BULK
915	Bulk Buy & Sell by Measure ONLY	BULK
920	Bulk Mixed retail pricing - Pre-Priced	BULK
930	Bulk - Beads	BULK