

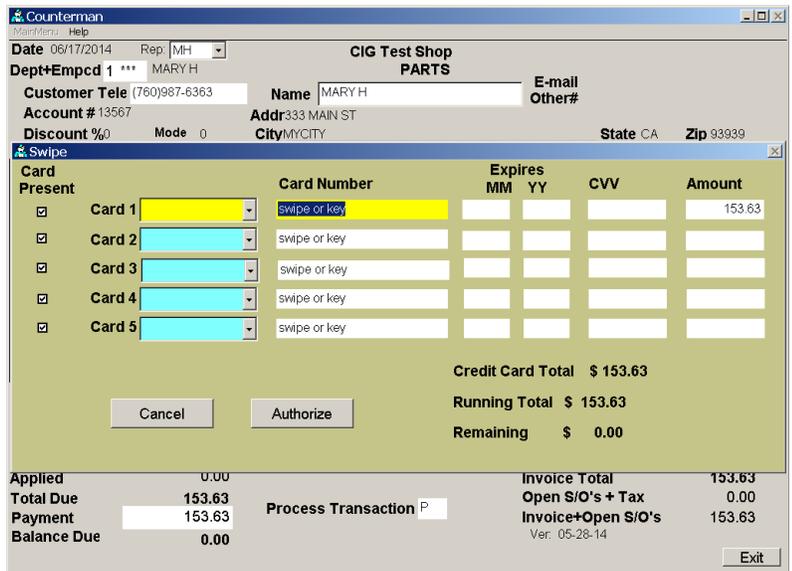
Counterman Quarterly Newsletter

New! 'ClearGate' Payment Processing!



Last quarter I told you about a new company that Counterman has partnered with called "ClearGate". We are pleased to announce that all testing has been completed and this new credit card solution interface is now ready and works extremely well, right from your Counterman terminal! Now processing credit cards no longer requires a separate credit card terminal when processing credit cards for your customers, saving you valuable time and money. ClearGate has agreed to meet-or-beat your current rates for credit card processing and they supply the USB credit card swiper, so there's nothing to lose.

Here's how it works from Counterman... When you reach the "Payment Method" on a transaction and choose either 3 (Visa M/C) or 4 (Other Card i.e. American Express, Discover, etc.) a new window will open where you can either swipe the customers credit card, or key in the credit card information manually. Then click "Authorize" and Counterman will use your current internet connection to authorize the sale. Once the sale has been authorized, the transaction will process and sale will complete. If the card is declined or cannot be authorized, you can either swipe (or manually enter) new card information, or you can click the "Cancel" button to return to the Counterman "Payment Method" field for a different payment method. Additionally, you have the ability to spread the sale over several credit cards in this screen. This process does not affect the "Split" payment method you already enjoy in Counterman. So you can still accept cash, check, and credit card(s) on the same sale. If you choose "Split" and one of those choice is credit card, the "Swipe" window will still open for that part of the payment. Everything works as before, except with the addition of this new window that will only be opened when you have signed up for this ClearGate interface AND you choose credit card(s) as all or part of the payment method. Please keep in mind, this is only for those who signup with ClearGate!



To get signed up with ClearGate, or to answer any questions you may have on the processing end, please contact Lorraine Onesian by phone: (775)336-6880 or by email: lorraine.o@cleargate.com Thank you!!!

INSIDE THIS ISSUE:	
New! ClearGate Payment Processing!	1
Updated Price Books On This CD...	1
CONTACT INFO COUNTERMAN	2
New Vendor/Supplier! Oxford	2
Dealer Expo in Chicago and V-Twin Expo in Cincinnati Dealer Shows are Coming!	2

UPDATED PRICE BOOK VENDORS (ON THIS UPDATED CD) 29-NEWLY UPDATED PB'S!

AD	Advantage Perf.
AR**	Arctic Cat
BM**	BMW Motorcycle
CA	Castle Sales
CCI	Custom Chrome, Inc.
DS	Drag Specialties
EM	Eastern Motorcycle <i>Note: No Descriptions Included!</i>
FH	Fulmer Helmets
FX	Fox Racing

HD**	Harley-Davidson
HH	Helmet House
HQ**	Husqvarna
KA	Kuryakyn
KM**	Kawasaki M/C
MA	Marshall Distributing
MC	McDonald <i>(Cost only!)</i>
MU	Mid USA
OX	Oxford Products <i>(New!)</i>
PO**	Polaris/Victory

PT	Power Twins
PU	Parts Unlimited
SB	Sullivan Brothers
SM	Southern Motorcycle
SN	Sullivans USA
TM**	Triumph
TR	Tucker Rocky
VT	Tedd's V-Twin
WP	Western Power
YA**	Yamaha M/C

IMPORTANT!
**** = OEM Franchise Only!**
 (If non-franchise MSR prices only will be provided)
 Custom Chrome has stopped supplying quantity breaks in their price book!



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Look! Up in the Sky! It's a bird! It's a plane!
It's Vance Breese in the Cavalon Autogyro!

NEW VENDOR/SUPPLIER PRICE BOOK AVAILABLE!

Counterman has added a new company called "Oxford" to its ever-growing list of available vendors/suppliers dealer price book information. Oxford Products Ltd. is the company behind Oxford Essential Rider Equipment and the UK's leading supplier of motorcycle and cycle accessories. The company sells exclusively to trade customers (retailers and wholesalers) in the UK and successfully exports to over sixty distribution partners worldwide.

The company's burgeoning product range encompasses the full spectrum of aftermarket accessories for cyclists and motorcyclists, including locks, luggage, electronics, helmets, parts and clothing. In addition to this, the business provides exclusive UK distribution for a small number of third party brands whose appeal has truly global reach.

Their website is <http://www.oxprod.com> where you can inquire for a local distributor. Counterman has assigned a vendor code of "OX" for them.

Do you know of a vendor or supplier that you would like to see available and regularly updated in Counterman? If so, all we need from them is an Excel file that includes the part number, description, cost and MSR pricing (at a minimum) and we can do the rest. As long as the vendor/supplier is willing to keep sending us updated files, we will keep you updated as they are received. Smart vendors/suppliers understand that this is a sales tool, not just for them (because it makes it easier for you to order their products), but also for you as their dealer, because it makes processing their products through Counterman so much simpler and easier! If you have any questions about this process, or if you have a vendor/supplier you would like to see added to our list, please contact our price book conversion expert, Josh!



WHERE ADVANCED RETAILING BEGINS

DECEMBER 5-7, 2014 | CONFERENCE: DECEMBER 4, 2014
MCCORMICK PLACE WEST | CHICAGO, IL



February 7-8 2015 | Duke Energy Center, Cincinnati, OH

Yep! It's that time again! Time to pack up your crew and head to the upcoming Dealer Shows! Counterman will be attending both of these shows this year! Be sure to stop by our booth and say hello to Vance and Ralph. We will be happy to answer any questions you may have about how Counterman can help your shop even more than it is now. Vance is the developer for Counterman and he knows what is needed to successfully run a business, so please feel free to pick his brain for your shop or just business questions in general.

The Dealer Expo has basically replaced the old Indy Show, moved to Chicago, IL and they are now in their second year. Last year was so successful that we decided to exhibit this year. We encourage you to stop by booth #813, located in the V-Twin section. Hope to see you there!

The V-Twin Expo by Easyriders will again be in Cincinnati, OH. We expect to be in the same spot we have been for the past few years, but we have yet to be assigned a booth number. I'm confident by our next newsletter, this information will be available, so stay tuned! Again, we hope to see you there!

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