

IMPROVE CUSTOMER SERVICE AND
PROFITABILITY WITH —



365CounterSales

FACE-TO-FACE CUSTOMER INTERACTION PROVIDES A CRUCIAL COMPETITIVE ADVANTAGE FOR SMALL AND MID-SIZE WHOLESALERS

To make the most of that competitive edge, wholesalers and distributors need to offer seamless, intelligent sales service. **365CounterSales** provides counter salespeople with a unified point-of-sale solution, combining complete customer and inventory information to expand sales opportunities and quickly fulfill orders.

While Dynamics 365 for Finance and Operations provides support for telephone sales and retail sales, the unique capabilities required by counter sales are missing. **365CounterSales** links together the CRM and retail capabilities of Dynamics 365 for Finance and Operations to simplify and streamline the counter sales experience.

BECAUSE TIME IS MONEY

Working one-on-one with customers, counter sales staff have a better understanding of customer challenges and can suggest add-on and cross sell products. **365CounterSales** provides counter salespeople with one easy-to-use interface combining customer and inventory information to quickly recommend options, offer promotions and close the sale.

WITH 365COUNTERSALES, SALESPEOPLE CAN:

- Search for inventory items by any attribute or description, as well as by item number, order number or customer
- Verify serial numbers for all serial-numbered items sold to the customer
- Access all customer record information, including history, credit status and past and open orders
- Determine the transaction's profit margin in real time
- Complete an order regardless of how the customer originally opened it, including via tele-sales and online stores
- Identify discounts, rebates and special offers that apply to the customer and the items purchased
- Ship parcel items from the sales counter



PRACTICAL SOLUTIONS FROM THE EXPERTS IN WHOLESALE DISTRIBUTION

In business for more than 30 years, Western Computer has a deep understanding of wholesalers and distributors and the unique challenges they face. Working with scores of Microsoft Dynamics customers, Western Computer has leveraged industry expertise to develop standard commercial products that solve common problems. These distribution applications are verified by Microsoft and are available through Microsoft AppSource.



Contact us to find out more about **365CounterSales**, as well as the rest of the Western Computer Wholesale Distributor Dynamics 365 Solution Series.