



Nassiff's for Sports

For Richard Nassiff, owner of Nassiff's for Sports in Willimantic, CT, the sporting goods business is more than a game. In business for more than 50 years, Nassiff's has seen many competitors come and go while they continue to flourish.

In addition to a diverse product line, a knowledgeable staff of 40, and additional services such as trophies, screen-printing, and embroidery, Nassiff has relied on wise business decisions to help him build his business to where it is today.

In 1996, Nassiff began his search for a new point-of-sale and inventory management system. The search ended when he teamed up with Retail Control Systems—a New Hampshire-based Authorized Synchronics Dealer—and purchased CounterPoint Business Software from Synchronics.

In an industry as competitive as sporting goods, it's imperative for retailers like Nassiff to maintain air-tight records. CounterPoint gives him the ability to make prudent decisions when it comes to ordering inventory.

"We have very accurate sales history, and we use it to make solid stocking and purchasing decisions," says Nassiff.

Rich in features such as order entry, multiple price levels, Purchasing Advice with min/max levels, ecommerce, serial numbers, apparel grids, and rentals, Nassiff knows that CounterPoint is an excellent match for the sporting goods industry.

"I recommend CounterPoint to others in our industry," Nassiff says. "Based on the direction of Synchronics, the flexibility of the system, the speed at which they've improved the features over time, and the reliability of the system, CounterPoint is a great fit."



With 20,000 square feet of sports equipment on two levels, Nassiff's has been a downtown fixture for over 50 years.

company overview

Nassiff's for Sports

specialty: **sporting goods**

location: **Willimantic, CT**

number of stores: **1**

year established: **1950**

using CounterPoint since: **1996**

Having used CounterPoint for nearly 10 years, Nassiff realizes that Synchronics—the company behind CounterPoint—is a key player in the game.

"Even more important than the features is the progress that Synchronics has historically made in adding features and keeping abreast with technology," Nassiff says. "We knew that the product we purchased would have to evolve over time. That has happened. We're very pleased not only with the software, but also with the company." ✉