



# Puget Sound Instruments

**F**ounded in 1964, Puget Sound Instruments (PSI), headquartered in Seattle, sells and services marine navigation and communication products. In March of 1999, Ric Hart, president of PSI, recognized an ocean of opportunity to strengthen his sales force and installed CounterPoint. After talking to CCS Computer Systems, an Authorized Synchronics Dealer, Hart switched from his old system to CounterPoint for its Order Entry abilities, something often overshadowed by CounterPoint's point-of-sale functions.

Hart needed the ability to add lines and descriptions to PSI's invoices, as the equipment PSI sells can be quite technical in nature. Hart was hooked from the start. "I saw a demonstration of the product, and within five minutes, I was navigating myself through the program."

CounterPoint has helped Hart meet the demand of his customers by decreasing the amount of time needed to complete a sale. "We fax and email directly from CounterPoint. While we are talking to customers, we write up what they want. We have the quote out to them before the conversation is done. CounterPoint is an extremely powerful tool."

Remarkably, with CounterPoint, PSI has been able to improve its business without having to change the way it conducts business. "We are not doing a whole lot different in the way we approach the market, but the fact is, our business is up 25 percent," Hart states. "I think that largely stems from the work we are doing with CounterPoint. It really is the motor of our order generator."

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CounterPoint has also increased the efficiency of PSI's sales force. Using Telnet, PSI's sales team can telecommute, and access CounterPoint from the comfort of their home "My most productive salesmen now literally spend their mornings at home," Hart adds.

PSI's primary goal is to expand his business nationally with the help of CounterPoint. "I am confident that, using CounterPoint and the growing connectivity of the Internet, I will have no trouble growing my network," Hart says. "I would tell anyone who sells a technical product that requires description and some flexibility on the output, not to look further than CounterPoint."

Thanks to CounterPoint, it looks like smooth seas ahead for Puget Sound Instruments.



Ric Hart, president