



Spokes Etc.

When Spokes Etc., Inc. was founded in 1985, Jim Strang wanted something different for his bicycle store. Other bike stores at the time were poorly merchandised and concentrated almost exclusively on bicycle sales and service—accessory and clothing were an afterthought. He wanted a shop that would bring bicycle retailing up to par with other specialty retailers.

In 1994, vice president Bob Fadel began searching for a point-of-sale system. A cutting edge shop such as Spokes Etc. couldn't settle for lackluster software.

"We wanted a system we could tailor to meet our diverse needs," Fadel says. "We wanted an easy to use point-of-sale front-end and one that handled layaways and special orders robustly. We were also looking for full-featured purchasing and inventory control modules."

CounterPoint was able to deliver on all counts, allowing them to make better purchasing decisions, decrease their inventory costs, and improve their customer service.

"CounterPoint allows us to deliver superior customer service through the use of technology," Fadel says. "CounterPoint has evolved as retail has evolved. It has allowed us to put in place systems for special order handling so we can deliver what we promise to our customers in a timely fashion. This has reduced the lines at our counters dramatically and improved the shopping experience for our customers."

After 10 years on CounterPoint, Fadel couldn't be happier. With an ever-evolving software package coupled with the support of his Synchronics Dealer, Fadel knows CounterPoint is the perfect fit for his stores, as well as the bike industry in general.

"Our employees enjoy having all the data they need at their fingertips to perform their job and deliver

superior customer service," Fadel says. "We highly recommend CounterPoint to other bicycle retailers. We believe it is the most robust solution offered for point-of-sale, purchasing, and inventory management."

So, take off your training wheels and find out more about CounterPoint. Just call Synchronics at (800) 852-5852 or email sales@synchronics.com.



Bob Fadel, Tour DeFrance winner Greg LeMond and Jim Strang

companyoverview

Spokes, Etc.

specialty: **bicycles & accessories**

location: **Vienna, VA**

number of stores: **3**

year established: **1985**

using CounterPoint since: **1994**