



Windward Software Prospect Profile

Business Owners in small to medium sized companies where:

Demographics:

- Retail or Wholesale (Rental, Garden Center, Lighting/Furniture/Appliance showroom, Outdoor Power Equipment/Sport, RV Dealers...)
- Buy and sell inventory and / or perform service work

Conditions:

- New or Existing business
- Manual processes such as spread sheets OR entry level accounting software such as Quickbooks™, Simply Accounting® or Peachtree
- Inventory challenges
- Lost sale opportunities

Indicators:

- Frustrated with lost sales due to out of stock situations
- Irritated by having too much or the wrong type of inventory
- Tired of “breakdowns” in their manual or paper based processes
- Discouraged by dealing with unhappy customers
- Upset by unexplained shrinkage of inventory

Characteristics of a top notch prospect:

- Open to new ideas and improving their business
- Companies committed to succeeding in this economy
- Prepared to take action