

# Working with Data Files

## Overview

WordStock is designed to help you to manage your business by managing information about your business more effectively. WordStock stores the information about your business in data files that define the essential categories needed to locate, order, and sell merchandise:

- Products** what kind of merchandise is it?
- Sections** what are special characteristics of it?
- Vendors** who makes it?
- Customers** who's buying it?

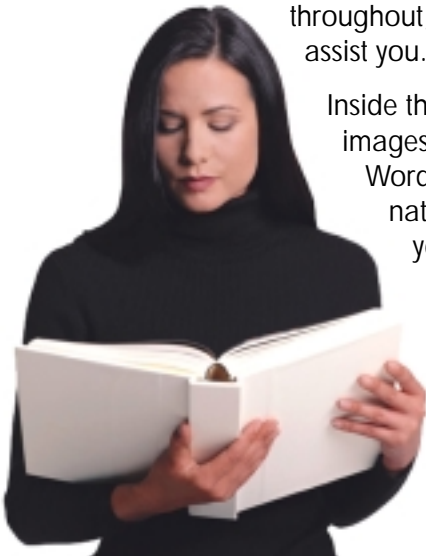
**Inventory File** pulls all these pieces together into one record and tracks the item's stock level, as well as its ordering, receiving, and selling history.

WordStock supports up to **99 Products** and **999 Sections** categories that you can create yourself; *Product* and *Section* categories are equivalent to the *Department* and *Classification* terms often used in general retail. There's no practical limit, other than the capacity of your system's hard drive, to the number of vendors, customers, and items you can track.

WordStock is a *real-time* system, so all information is up-to-the-second. You don't have to wait until the end of the day to see what's going on because, as soon as an item is ordered, sold, received, or returned, the change is recorded instantly throughout the system. Similarly, as items are received and "put on hand," their records show the new stock level, so that you have a reliable indication of stock availability when customers inquire.

All WordStock programs use the same commands, so that the **F4** key always enables you to modify information, the **F10** key is used to access the command mode and save changes, *etc.* Finding information is fast and simple because WordStock uses intuitive commands, such as **T** for *title* and **A** for *author*. To keep things simple, commands are the same throughout, and every program has **help** screens to assist you.

Inside this document you'll find plenty of screen images that convey the functionality of WordStock's various data files, as well as explanations of how their many features can benefit you and make your job easier.



## Integration & Workflow

WordStock is designed to emulate the way that real people really work by collecting information from several sources and melding it into one finished document.

In order to achieve this, we've designed WordStock's data files to connect to each other and to all operational programs, such as POS and ordering, so you can maneuver through the program without having to exit to the main menu

For example, from within the POS program, you can load the *Inventory File*; from within that, you can load *Keyword Search*; then, from within *Keyword Search*, you can find an item and place an order for it.

If need be, you can layer the *Customer File* program over the *Special Order* program, all from within *Keyword Search*. After you've made the special order, you can return to the *POS* program with a few keystrokes.

Finally, you can switch to *Ordering* and edit the order before transmitting it electronically.

Similarly, *Customer File* works interactively with *Mail Order*, *Customer Tracking*, and *Customer Loyalty*, to minimize data entry and jumping around.

The ease-of-use of WordStock's basic functions make it very easy to learn. Yet, once you've mastered the basics, you'll find advanced features that we've designed to streamline the management of your store's operations.

# Inventory Record

The *Inventory* record is the heart of WordStock: it's where the description and history of all items in inventory are maintained.

The top third of the record displays identifying information about the item. The *ISBN/SKU*, *Title*, and *Author* fields are indexed and support real-time lookups on all characters. WordStock calculates the ISBN's check digit to confirm its validity.

A separate *alternate SKU* field [not shown in the sample] allows you to assign a second identifier, such as a UPC or a vendor's stock number, to an item.

The middle third summarizes the item's ordering and receiving history: identifying numbers for the last four purchase orders are displayed, as well as the dates, invoices, and discounts of the last two receiving sessions. Sales, purchase, and return quantities are shown for the current and previous years, so you can compare performance at a glance.

The *Special Comments* field holds 22 characters and is completely searchable via *Keyword Searching*. An optional utility allows you to maintain, display, and print additional information about each item.

To simplify finding items in your inventory, and to save space, WordStock includes a unique built-in abbreviation dictionary for words that occur frequently, such as *introduction* [INTRO] and *American* [AMER]. You don't have to worry if an item's title or description was abbreviated, just enter the word and WordStock will find it.

As shown in the second set of screen images, the *Inventory Record* is functionally linked to other WordStock's programs, so you can perform several tasks from within the *Inventory Record*.

All of the commands shown are "executable" commands: you initiate the action by pressing the highlighted letter's key or by scrolling to a command and pressing *enter*.

ISBN/SKU: 1556785489		Title: CASTLES OF THE LOIRE										
Author: POZZOLI, MILENA				Prc1: 24.95		Prc2:		Secs: 518/		Prod: 21		
Vend#	Vendor Name			Pub Date	NT	Inprint	Cat#	FRP	FRQ	On Hand		
155678	STEWART, TABORI & CHANG			83/97						2		
PO 1 W	PO Date1	PO 2 P	PO Date2	PO 3 PC	PO Date3	PO 4	PO Date4	On Ord				
3913	83/82/99	48545	88/88/98	48294	83/12/98			3				
Sales	Purchs	Retrns	Q O/S	Rec Date	Invoice #	Inv Date	Disc					
1	1			83/84/99	ING P25338 CG	83/82/99	42.88					
1	2			89/88/98	STC 166669 MB	88/25/98	47.88					
CMo	Jan	*Feb	*Mar	*Apr	*May	*Jun	*Jul	*Aug	*Sep	Oct	Nov	Dec
CUk	Wk1	Wk2	Wk3	Wk4	Wk5	Wk6	*Wk7	*Wk8	Wk9	Wk10	Wk11	Wk12
								1				1
Date 1st	Date 1st	Alt Vnd#	Specs	Holds	Rst Date	Qty	Special Comments					
89/88/97	82/26/99		4			2	OVERSIZED					
Command: MOD Message:												Mode: MODIFY

## Screen Terminology

**NT**: "new title/item indicator": interacts with receiving program to alert the receiver that an item will be in stock for the first time;

**FRP & FRQ**: "fixed reorder point" and "fixed reorder quantity": used for setting min/max levels for items that you want to stock

**Q O/S**: year-to-date "quantity over or short"

**Date 1st**: date first received

**Date Last**: the last date the item was sold

**Alt Vnd**: "alternate vendor": the identifying number for a second vendor; often used to

indicate a distributor or wholesaler. Purchase orders can be configured to use the alternate vendor as the primary source.

**Specs and Holds**: "specials" and "holds": the number of pieces for which you've placed special orders, and the number of pieces of actual in-stock that's been committed to customers. These fields work interactively with the *Special Order* and *POS* programs and are updated automatically.

**Rst Date Qty**: "restock date and quantity" the number of pieces sold since the last restock report

ISBN/SKU		INVENTORY COMMANDS										Page 1 of 2
Author:		OLD - Call up an existing record by ISBN/SKU (same as OLD)										
Vend#		ALT - Call up an existing record by Alternate SKU										
		NEW - Create a new inventory record										
		GI - Generate a new ISBN and create new record with it										
		GX - Generate a new X-ISBN and create new record with it										
		GU - Generate a new UPC and create a new record with it										
		T - Search for a record by title										
		TS - Continue record search by title										
		A - Search for a record by author										
		AS - Continue record search by author										
		L - Search for a record by lookup										
		LS - Continue record search by lookup										
		MOD - Modify the record on screen										
		DEL - Delete the record on screen										
		REC - Display the recommended order										
		EXP - Display expanded inventory pages for the record on the screen										
		KW - Load keyword search program										
		CUS - Load customer screen										
		PUR - Load the purchase history screen										
		SPC - Load special order screen										
		FPO - Load the PO find program										
		FRB - Load the RB find program										
		FRT - Load the returns find program										
		ADD - Add displayed item to a PO, return, special order, or MO										
		S1 - Toggle which fields are visible on screen										
		Q - Quit and return to menu										
		Press (F9) or (F18) to return to the command box										
Command: ?		Message:										Mode: COMMAND

# Basic Inventory Record

The *Basic Inventory* record is a simplified version of the *Master Inventory* record and displays only the essentials identifying information about an item:

SKU;  
Title;  
Author;  
Quantity on-hand and on-order;  
Product/Section1/Section2, by both name and number;  
Vendor name and number.

Note that *Product* and *Section* names are displayed, as well as stock on-hand and on-order.

Because of its simplicity and clarity, the *Basic Inventory* record is particularly useful for handling customer inquiries quickly.

In the *Basic* screen, records are view-only and cannot be modified.

PROGRAM TO DISPLAY BASIC INVENTORY INFORMATION					
ISBN/SKU: 1556785489			Title: CASTLES OF THE LOIRE		
Author: POZZOLI, MILENA		Price: 24.95	Sections: 518/	Prod: 21	
Vend # 155678	Vendor Name STEWART, TABORI & CHANG	Pub Date 83/97	On Order 3	On Hand 2	
Section 1 Name TRAVEL PICTORIAL		Section 2 Name		Product Name PRODUCT 21	
Special Comments OVERSIZED			NT	Inprint	Catalog#

PROGRAM TO DISPLAY BASIC INVENTORY INFORMATION					
ISBN/SKU: 1556785489			Title: CASTLES OF THE LOIRE		
Author: POZZOLI, MILENA		Price: 24.95	Sections: 518/	Prod: 21	
Vend # 155678	Vendor Name STEWART, TABORI & CHANG	Pub Date 83/97	On Order 3	On Hand 2	
Section 1 Name TRAVEL PICTORIAL		Section 2 Name		Product Name PRODUCT 21	
Special Comments OVERSIZED			NT	Inprint	Catalog#

COMMAND

INVENTORY COMMANDS

I - Search inventory records by Title

IS - Continue Title search using Title on screen

A - Search inventory records by Author

AS - Continue Author search using Author on screen

KW - Do a keyword inventory search

Q - Quit and return to menu

Press <F9> or <F18> to return to the command box

Command: ? Message: Mode: COMMAND

## Creating inventory records

In order to create an inventory record, you need to provide six key pieces of information:

An ISBN or SKU;  
a title [or item description];  
an author [or other lookup descriptor]  
a Product [Department] category;  
a Section [Class] category; and  
a Vendor.

Once you've entered these pieces of information, you can order, receive, and sell the item.

**NB:** If you don't have an in-store system, please contact Sales to discuss the various ways we can work with your wholesale supplier to create an opening database for you. If you already have an inventory control system, and are considering switching to WordStock, please contact Sales to discuss data conversion options.

Stewart Tabori					Viewing # 25 of 146
ISBN/SKU	TITLE	FR	SC1	VENDOR#	PRICE1
155678819X	BURNE JONES	21	788	155678	35.00
1556788149	CAL 99 PLAY WITH YOUR FOOD WALL	2	85	155678	11.95
1556786553	CALDER AT HOME	21	728	155678	48.00
1862128398	CALIFORNIA NAPA & SONOMA WINE COMPANION	11	882	155678	19.95
1556783678	CASA MEXICANA	11	728	155678	27.50
1556785834	CASTING THE RUNES	11	916	155678	14.95
1556785489	CASTLES OF THE LOIRE	21	518	155678	24.95
1556785877	CATS IN LOVE	21	541	155678	15.95
155678481X	CELEBRATING THE IMPRESSIONIST TABLE	21	888	155678	29.95
1556784968	CITIES & CIVILIZATIONS	11	758	155678	19.95
2879391199	CLASSICAL MODERN ARCH	11	725	155678	24.95
1556786545	CLIFFORD COFFIN	21	936	155678	68.00
1556784747	COLLECTOR A JOURNAL FOR NOTES & RESOURCE	21	685	155678	17.95
1556786197	COLORS OF PROVENCE	21	518	155678	58.00
1556784989	COMPLETE BOOK OF CHINESE HOROSCOPE	11	916	155678	22.50
155678545X	CONTAINERS	21	718	155678	22.50
1556784275	COOKING FOR A HEALTHY FAMILY	21	888	155678	29.95
8941887853	COOL MUTTS	21	541	155678	15.95
TOTALS:					
Messages:					
PgUp PgDown Up Down Right Home End F9 F18					



# Product File

WordStock *Products* are broad categories used to classify inventory items according to their most general characteristics, that is, the kind of items they are, such as *Hardcover Books*, *Stationery*, or *Jewelry*. *Products* are analogous to "Departments".

WordStock supports up to **99** different *Products*, so you can classify even the broadest range of merchandise.

*Sales, purchases, returns*, as well as *transfers in/out* of branch stores, are shown in both units and currency the current and previous two years, so you can see instantly how a Product is performing, compared to its historical trend.

The *markup* and *discount* fields have real-time interaction with WordStock's POS program, so you can run seasonal promotions, such as "20% off all calendars" without having to re-ticket all calendars: the sale price will ring through automatically for the duration of the promotion. Then, using Product File reports, you can recap and analyze the promotion to assess its success.

Product 10	Product Name MASS MARKET PAPERBACKS				
Tax					
On					
Product 50	Product Name MAGAZINES				
On					
Taxable?	Category	Cur. Year	Last Year	Two Years	
Tax					
On					
Product 33	Product Name GREETING CARDS				
On					
Taxable?	Category	Cur. Year	Last Year	Two Years	
Tax %					
On Hand	Q	Sales	10,102	31,876	
17,941	T	Purchases	14,232	36,900	
	Y	Returns	391	12,528	
On Hand (\$)		Transfers In			
41,346.65		Transfers Out			
On Order	\$	Sales	22,253.18	82,236.10	
482	\$	Purchases	32,251.95	98,092.40	
	\$	Returns	817.75	23,670.10	
On Order (\$)		Transfers In			
865.50		Transfers Out			
Comments:					
Disc? Y	Markup %				
Discx					
Command: M Message: Mode: DISPLAY					

Listing of Product File			Viewing #26 of 45		
PRD	PROD NAME	OH QTY	OH DOL	OO QTY	OO DOL
73	CH LANGUAGE, AUDIO (35)	23	386.85	1	9.95
68	CH MASS MARKET (18)	398	1766.81	231	1862.89
76	CH MISCELLANEOUS (90)	158	1298.79	9	181.65
77	CH MULTIMEDIA	2	81.95		
71	CH PUZZLES (27)	238	2936.82	16	123.78
64	CH REMAINDERS (14)	23	334.24	25	246.74
78	CH STICKERS	3921	8368.68		
78	CH TOYS (26)	9288	123617.33	183	2942.64
61	CH TRADE PAPERBACKS (11)	6998	42638.61	2548	12577.53
74	CH VIDEO (48)	491	6876.65	58	778.82
36	CONSIGNMENT BOOKS	385	3993.72		
25	GAMES	35	918.65	2	38.88
33	GREETING CARDS	17941	41346.65	482	865.58
35	LANGUAGE, AUDIO	182	2782.35	82	2894.68
17	LIMITED EDITIONS	394	67883.65	8	855.88
58	MAGAZINES	5739	27929.85	1111	4771.98
19	MAPS, ATLASES	548	4237.55	16	165.28
18	MASS MARKET PAPERBACKS	7938	51724.96	2411	16288.85
TOTALS:		98567	1273122.88	27864	375698.46
Messages:					
PgUp PgDown Up Down Right Home End F9 F10					

## Product File Reports

With WordStock's report generator, you can quickly analyze how your overall product mix is performing; in this example, we've listed all *Products*, in descending order, based on their total year-to-date sales. We can see instantly that there may be room for adjustment, by allocating more buying funds for some product lines, while cutting back on others.

*Note that the report is shown on-screen, i.e., it does not have to be printed.*

# Section File

WordStock's *Section File* is typically used to categorize merchandise according to more specific criteria than the *Product File*, so you can use it to:

- Describe the subject category of a book: "New Fiction;"
- Define the classification of a CD: "Gospel Music;"
- Track the type of metal used in a piece of jewelry: "Silverwork."

Some stores use the *Section File* to denote store locations, such as "Display Window 1" or "Tables in Front." WordStock supports up to **999 Sections**, each of which you can define yourself.

Section 58	Section Name FICTION						
Lin	Section 546	Section Name SCIENCE/ MATH/ ASTRONOMY					
On	Lin						
On	On	Section 937	Section Name HEALTH ALTERNATIVE MEDICINE				
On	On	Linear Feet		Category	Cur. Year	Last Year	Two Years
On	On	On Hand	Q	Sales	512	1,917	
On	On	375	T	Purchases	568	2,858	
On	On	On Hand (\$)	Y	Returns	4	148	
On	On	5,698.98		Transfers In			
Dis	On	On Order		Transfers Out			
Dis	On	143	\$	Sales	7,938.92	32,826.85	
Dis	On	On Order (\$)	\$	Purchases	9,819.39	34,757.18	
Dis	On	2,128.35	\$	Returns	67.88	2,971.22	
Dis	On			Transfers In			
Dis	On			Transfers Out			
Comm	Comments:						
Comm	Discount %   Markup %						
Command: N Message: Mode: DISPLAY							

Listing of Sections & Sales					Viewing #181 of 283	
SEC	SEC NAME	OH QTY	OH DOL	OO QTY	OO DOL	
738	HISTORY US	199	4853.33	26	491.35	
758	HISTORY WORLD	268	6378.17	95	1908.33	
788	ART COLLECTIONS	624	25218.72	128	5128.71	
782	ART ESSAYS	38	1888.85			
784	ART GRAPHIC ARTS	188	3455.88	21	788.58	
783	ART HISTORY	182	4843.85	7	282.85	
781	ART INSTRUCTIONAL	218	4688.97	114	1636.28	
52	LITERARY CRITICISM	28	482.48	1	16.95	
912	MYTHOLOGY AND FOLKLORE	68	983.72	14	278.24	
848	ANTIQUES	381	8974.89	72	1893.27	
943	NATIVE AMERICAN	27	454.75			
12	AUTOGRAPHED BOOKS	89	4173.98			
837	AUTOMOTIVE	262	4714.87	98	1875.33	
915	ASTROLOGY	166	1965.56	15	288.35	
541	PETS GENERAL	541	8941.45	128	2837.88	
545	NATURE	213	4391.58	55	941.64	
544	NATURE/MARINE LIFE	65	1563.46	24	367.98	
958	EDUCATION	178	2482.52	31	519.55	
TOTALS:		98567	1273122.88	27864	375698.46	
Messages: -						
PgUp PgDown Up Down Right Home End F9 F18						

## Section File Reports

Like the *Product File*, WordStock's *Section File* is completely accessible via report generation, so you can have the information you want in the format you prefer.

In this sample report, we've simply specified that we wanted to see all Section, arranged in order of Y-T-D sales performance.

As with other WordStock reports, the report can be viewed on-screen and saved.

# Vendor File

WordStock's *Vendor File* is where information about all of your suppliers resides.

*Vendor File* supports the three addresses you need to manage vendor relationships: where the order is sent, where returns are sent, and contact information for your sales representative. Postal codes supported include US, Canadian, UK, and user-defined.

In addition to current stock and order status, *Vendor File* displays a real-time, 2-year history of key activity: sales, purchases, returns, and transfers, in both units and currency.

The *freight* field displays a summary of all shipping charges that have been logged through the *Receiving* program.

*Vendor File* provides a field for your store's account information and a separate place to list the *A/P* account number you've assigned to the vendor. The *AP Vendor #* field is handy if you export information from WordStock to an external accounting system that uses its own numbering scheme.

Vendor # 155678	Vendor Name & Order Address STEWART, TABORI & CHANG 115 W. 18TH ST. NEW YORK, NY	Sales C Purchs 128 3,489.58 Y Retrms 159 4,136.85 R Tr In 1 27.58 R Tr Out
Account # 24315	ZIP PC: 10011 CM: DE Ph: (800) 932-8878 Vendor Returns Address STEWART, TABORI & CHANG - CALL FOR ADDRESS -	Sales L Purchs 386 8,321.65 Y Retrms 358 9,764.85 R Tr In 5 159.75 R Tr Out 8 151.68
On Hand 198 (\$) 5,228.88	ZIP PC: RetC: Vendor Sales Rep SCOTT DANIELS 1964 MCCALLEY DRIVE SAN DIEGO, CA ZIP PC: 99123 Ph: (619) 253-8796 SAN: Direct? :N Type:	2 Sales 264 7,284.98 Y Purchs 316 8,462.75 R Retrms 18 467.35
On Order 46 (\$) 873.98	Freight (\$)	FX Phone: Phone: Phone:
AP Vendor # 121		Comment:

Command: MOD Message: Mode: MODIFY

Vendors, sorted by sales volume Viewing # 37 of 976

VENDOR#	VEND NAME	CYR PURCH\$	CYR SALES\$	LYR PURCH\$
393	NORTON, W.W. & CO. INC.	9571.75	7778.00	27827.29
89879	F & W PUBLICATIONS	8518.99	7759.14	22636.78
93883	LOGIN PUBLISHERS/INBOOK	18416.98	7882.48	22362.75
8189	ABRAMS, HARRY N. INC.	8964.75	6552.86	24169.47
155874	HEALTH COMMUNICATIONS	7481.78	6473.15	18317.35
88188	HAL LEONARD BOOKS	5373.85	6155.18	25388.65
689	SIMON & SCHUSTER CHILDRENS	11987.85	6889.87	17975.87
1878858	IDG BOOKS WORLDWIDE, INC.	6121.65	5868.58	22737.66
8588	MARCEL SCHURMAN CO INC.	6411.85	5821.45	23498.78
9646	SIMS CREEK DISTRIBUTORS	6888.28	5699.88	
8858	HENRY HOLT AND COMPANY, INC.	7868.38	5463.45	24173.18
8378	GIBSON, C.R., COMPANY	6213.78	5389.18	14988.15
8865	CAROL PUBLISHING GROUP	6895.81	5894.33	18527.49
89471	RUNNING PRESS	7187.78	5832.48	22413.19
8989	WARNER BROTHERS PUBLICATIONS	7718.98	5838.88	18988.75
19	OXFORD UNIVERSITY PRESS, INC.	3528.78	5818.84	16137.72
8238	WATSON-GUPTILL PUBLICATIONS	4495.55	4655.88	15245.98
15	HARCOURT BRACE & COMPANY	5354.78	4646.25	18238.68
TOTALS:		1728463.43	1458782.36	4889494.72

Messages:  
PgUp PgDown Up Down Right Home End F9 F10

## Vendor File Reports

With WordStock's report generator, you can see how your vendors are performing; in this example, we've listed all *Vendors*, in descending order, based on their total year-to-date purchases and sales, and have compared them to last year's purchases and sales. Therefore, we have a quick recap of "sell-through" and can determine quickly which vendors have the strongest line and which might need reassessment.



# Customer File

*Customer File* is where WordStock stores contact and sales information about your customers. *Customer File* works interactively with *Mail Order*, as well as *Customer Tracking* and *Customer Loyalty*, so you don't have key in data repeatedly.

As the screen image shows, you can classify customers according to *Type*, such as *Teacher* or *Senior*, and *Source*, such as *Catalogue* or *Web*. You can also assign a discount that works interactively with *Mail Order*.

You can assign customer numbers yourself, or have Wordstock automatically assign the next available number; the *number* field holds up to seven characters, so you can use customers' phone numbers to identify

Cu # : 2356 Name: JOHNSON		1st: DONNA	Init: E
Addr 1 : C/O CAMBRIDGE EDITING ASSOC.		Pre: MS.	Title: VP/HR
Addr 2 : 245 CHANEY PLACE		Tax: Y #:	
City : CAMBRIDGE		State : MASSACHUSETTS	PC Code: 82138
Country: USA		Region:	PC Type: ZIP CODE
Alt :			
Ph#1: HOME	Cu Type: RETAIL	Pmt Type: CASH	
Ph#2: WORK	Source : STORE	Act#:	
Ph#3:	Disc % :	Exp Date:	
Comm:		Contacts	
		Bill: CAMB EDITING ASSOC.	
		Attn: HUMAN RESOURCES	
		Bill To Cu #:	
INTERESTS		NO Loyalty Info	
AUTOMOTIVE	ART HISTORY	ID# :	
HISTORY US	ANTIQUES	Name: HardcoverPoints	
		POS Loyalty Info	
		ID# :	
		Name: No Program	
		SUMMARY	
		Yr.	Num
		Units	Dollars
		Cur	
		Lst	
		2nd	

Command: MOD Message: Mode: MODIFY

NO Loyalty Inform		NO Loyalty Programs	
Loyalty Program ID#:		4321 Program Name:	
Number of Qualifying Sales:		Qu HardcoverTotal	
List\$:		Sales\$:	
Sales Points Earned:		Transact: SHIFF-F11/F12	
Accum Points Earned:		Start Date: 83/24/99	
Date of Last Qualifying Sale:		Renew Date:	
POS Loyalty Information			
Loyalty Program ID#:		Program Name: No Program	
Number of Qualifying Sales:		Quantity Sold:	
List\$:		Sales\$:	
Sales Points Earned:		Earned\$:	
Accum Points Earned:		Transaction Points Earned:	
Date of Last Qualifying Sale:		Start Date:	
		Renew Date:	
HISTORY US		ANTIQUES	
		Name: HardcoverPoints	
		POS Loyalty Info	
		ID# :	
		Name: No Program	
		SUMMARY	
		Yr.	Num
		Units	Dollars
		Cur	
		Lst	
		2nd	

Command: MOD Message: Mode: MODIFY

## Marketing with Customer File

Like other WordStock data files, *Customer File* works with WordStock's custom report generation, so you can sort the file according to your own criteria. Then, you can use the resulting report to market your store, by printing mailing labels to affix to your direct mail pieces.

For example, you can use *Customer File* to determine whom you should send newsletters, sales flyers, catalogues, *etc.* to customers, or whom to invite to special events, such as in-store signings or previews for new items.

When your customers are entered into your database, you can note their areas of expressed interes; this enables you to make your mailings more targeted.

Whenever you print customer labels, you have the option of appending a mailing code, so you can track the effectiveness of your promotions.

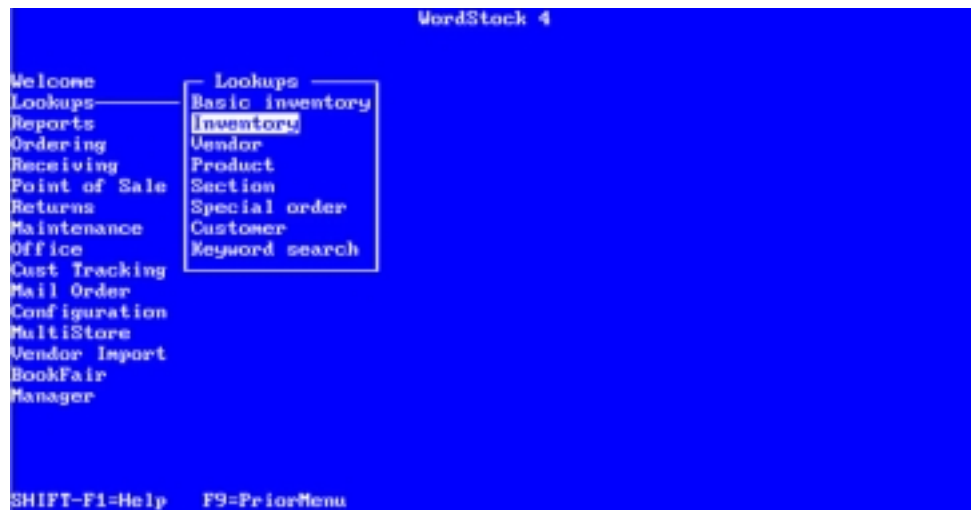
If you're using WordStock's *Customer Tracking* and/or *Customer Loyalty* programs, you can view summaries of customers' purchase activities.

You can assign customer numbers yourself or have WordStock automatically assign the next available number.

# System Operation & Navigation

WordStock uses a simple menu structure with “hot keys” for each command: just press the hot key to be taken to that program. Alternatively, you can use the up and down arrow keys to move through menus.

WordStock uses a consistent set of commands from one program to another, so learning to use WordStock’s primary functions is quick and easy for most people.



Within each program, **context-sensitive help** is a keystroke away: enter a **question mark** and WordStock displays a brief summary of the actions you can take in a given area. A second level of explanation, shown at right, is available by entering **shift-F1**.



Because different users have different levels of authority and responsibility, WordStock offers various levels of user access, including:

**full access:** the program can be displayed and activated and data fields can be modified;

**view-only access:** the program can be displayed and used, but can't be modified without a password;

**no access:** the program can't be displayed or activated without a password.

Please see our “System Installation & Training” document for more information.

