



## Catawba Cricket and the sweet chirp of success!

bMobile Sales for QuickBooks helps get bait and tackle to the field.



### Catawba Cricket

"If we can serve a customer better and faster, they usually spend more with us."

Ron Norton, President

#### SUCCESS STORY

##### Catawba Cricket

#### AT A GLANCE:

**Customer:**

Catawba Cricket

**Location:**

Charlotte, NC, USA

**Industry:**

Bait and Tackle Distribution

**Business Challenge:**

Catawba Cricket needed to improve the invoicing process to get products sold quickly and accurately.

**Solution:**

bMobile Technology provided software to help handle sales and deliveries in the field.

**Results:**

Catawba Cricket was able to reduce order inaccuracies and get invoices into QuickBooks meaning less time is needed to manage the accounting.

#### Customer Profile

In 1952, Grady Norton founded Catawba Cricket from his backyard. Flash forward to 2008 and his sons now run the operation with 3 trucks covering a 240 mile radius around Charlotte, North Carolina. They sell product 5 days a week, 14 hours a day during the height of the season.

Catawba Cricket sells product to bait and tackle shops, pet stores, petting zoos and large zoos. They carry over 700 items and each truck is designed as a rolling showroom. Customers enter the trucks and pick out inventory with the drivers. Tanks on the truck carry everything from live worms, minnows, and crickets.

#### Business Challenge

Catawba Cricket needed to get their customers in and out of the trucks as fast as possible while maximizing the customer orders. They were unique in that they had previous experience with an older system but it had become expensive to service and outdated. When looking for a replacement, Catawba Cricket found bMobile and knew they had the right fit.

#### Solution Overview

Utilizing the latest in Windows Mobile-enabled handheld devices, Catawba Cricket was able to leverage the benefits of bMobile Sales for QuickBooks. This allows the salespeople to help their customers quickly select merchandise from the trucks and process the orders.

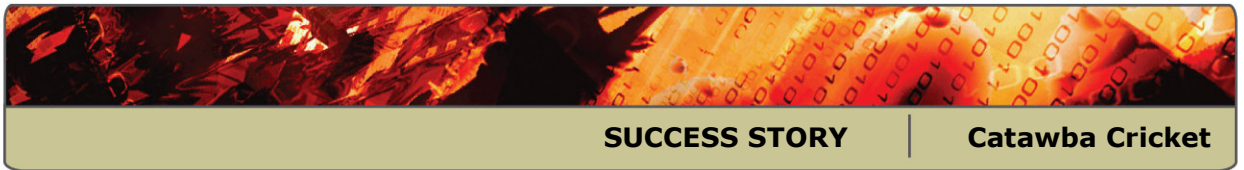
Through industry standard technology, bMobile Sales for QuickBooks is able to help Catawba Cricket stay ahead of the competition and keep their customers fishing all season long.

#### Business Benefits

Salespeople now have the ability to see the balances for a customer when ordering. They are also able to enter those orders through the use of barcodes to quickly and accurately generate invoices with correct pricing. Ron says, "It's simple. Scan it, sell it, (then) you're gone."

The drivers always have the right information on the invoice and even have the ability to capture signature at the time of delivery!





**SUCCESS STORY**

**Catawba Cricket**

When Ron Norton contacted bMobile Technology regarding a solution to his inventory and ordering woes, they knew they could help. Having considerable experience in the mobile sales and invoicing field, bMobile was able to find the right product from their offerings. One of Catawba Cricket's vendors already had a solution from bMobile and had shown them the possibilities of how a bMobile system could improve their operation.

Over the years, Catawba Cricket had evolved from handwritten invoices to using Peachtree on a Mac computer to a Norand system. Eventually they outgrew those solutions but they "knew we wanted a scanning system to make life easier on the trucks," says Ron.

bMobile recommended their Sales for QuickBooks program, an easy to use yet powerful tool for outside sales staff. The program allowed the salespeople and delivery staff to update the inventory quantities with QuickBooks any time they liked and send the completed invoices and orders directly into the popular accounting package.

Office staff also did not need to decipher handwritten items or correct pricing errors as the bMobile Sales program automatically calculated the right price and brought the invoices in without having to handle them manually. The program leverages the price levels available in QuickBooks to ensure accurate customer pricing.

From the customer perspective, they were no longer waiting for the driver to look up pricing. This allowed them to continue shopping without delay, which is exactly what they expect and that makes for happy customers who spend more.

The program runs on almost any standard Windows based mobile devices, such as the HP Ipaq or rugged barcode-ready devices, but for Catawba Cricket, the need was to accurately select inventory with barcodes. To solve this, Intermec CN3 devices were selected. These handhelds allow the staff to scan the product and have it entered immediately on the invoice with the correct price.

On all of these devices, features in the program such as signature capture and wireless printing are available. When coupled with a Bluetooth wireless printer, invoices can be given to the customer at the time of delivery that are professional looking and can even print the company logo as well as the signature!

Catawba Cricket now has the tools they need to keep their fast paced and growing business out on the road, delivering product to happy customers. bMobile is proud to be an integral part of the Catawba Cricket business and looks forward to helping them continue to expand. Next time you find yourself fishing in North Carolina catching the big one, chances are that bMobile and Catawba Cricket made it possible!

**"For the cost, it's a very reasonably priced system. The job is much faster with a lot less errors. We've been well pleased."**

**Ron Norton  
President, Catawba Cricket**

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