



## BIG HAIRY DOG



800-377-7776  
BigHairyDog.com



Bait and Tackle Shop  
Single Store

**"Retail Pro reports help greatly with preseason ordering, which is huge for us because of our compressed selling season."**

Bud Lilly is a master fly fisherman and known around the world as one of the great promoters of the sport. In 1950, he opened Bud Lilly's Trout Shop in West Yellowstone, MT.

Bud was one of the first people in the fishing business to promote "catch and release" fishing which was important in maintaining the wild fisheries in this area.

In 1995, the shop was sold to Barbara and Dick Klesel, who have expanded the previously 'summer only' business to year around.

Besides selling a wide selection of clothing, outdoor equipment, gifts and guides for day trips, the store also offers an art gallery offering visitors the opportunity to capture the beauty of the Yellowstone area in various mediums.

Since West Yellowstone is a town of about only 1000 people, Bud Lilly's Trout Shop has virtually no local customer base. They do, however, operate a very successful e-commerce business through their website.

Their sales often include international customers who order merchandise online, and pick up their purchases when they come to Yellowstone to fish and hike.

Barbara and Dick keep busy



*A proud fisherman displaying his trout catch in the waters around Yellowstone.*

meeting the needs of loyal customers from around the globe. Barbara wears many hats at the business. She is the Owner, Retail Pro System Manager and everything else from ordering and receiving inventory to running cable for their network. We recently spoke with Barbara about Bud Lilly's use of Retail Pro.

**BHD:** What POS did you use before using Retail Pro?

**Barbara:** When we purchased the shop in 1995 there was no system at all. The previous owners had just used a cash register with 10 department keys. They had never done a physical inventory.

The method of restocking was the biggest issue we had at that time. We decided our first major purchase would be a Point-of-Sale system which included inventory management.

**BHD:** Did you do much comparison shopping before deciding on Retail Pro?

**Barbara:** Yes, we researched a number of POS Systems before purchasing Retail Pro. We were attending the Outdoor Retailer Show in Salt Lake City, Utah, and visiting with a number of sales people representing many different systems. We actually thought we had our minds made up.

Then we walked into Big Hairy Dog's booth and met Rob and Mic. We became convinced that they really believed in Retail Pro. We believed that Big Hairy Dog would not only stand behind Retail Pro, but would work with us every step of the way to get our system up and running, even though we were located in Montana.

**BHD:** In your opinion, what are the best features of the system?

**Barbara:** I like it all. In particular, I like that we can print a Restock report every night along with an Out-of-Stock report. The reports help greatly with preseason ordering, which is huge for us



*A fly fisherman enjoying the sport and the beauty of Yellowstone Park.*

because of our compressed selling season. Having accurate data is essential in our business.

We also are very happy with the accounting link to Business Works; it saves us a lot of time!

**BHD:** How has Retail Pro improved your retail operations?

**Barbara:** Again, it is the custom reports that have had the biggest positive impact on our business. The Customer History is helpful in knowing who our best customers are. It's crucial to see how much

we sold of particular items during the previous season and when it sold out. We need to know what our discount margins are and margin by vendor to see where we should be putting more of our purchasing dollars.

**BHD:** Why did you choose Big Hairy Dog as your Retail Pro Service Provider?

**Barbara:** Who can resist a company named after Molly, the Big Hairy Dog? I'm sure glad I chose Big Hairy Dog because a few stores in town made other choices, and are regretting it. I'm very happy with the service I get from BHD! ❖