

Subject: Steelhead Weekly Newsletter 9/23/2022

Date: Friday, September 23, 2022 at 6:59:49 AM Central Daylight Time

From: Jeff at Steelhead Technologies

To: [REDACTED]

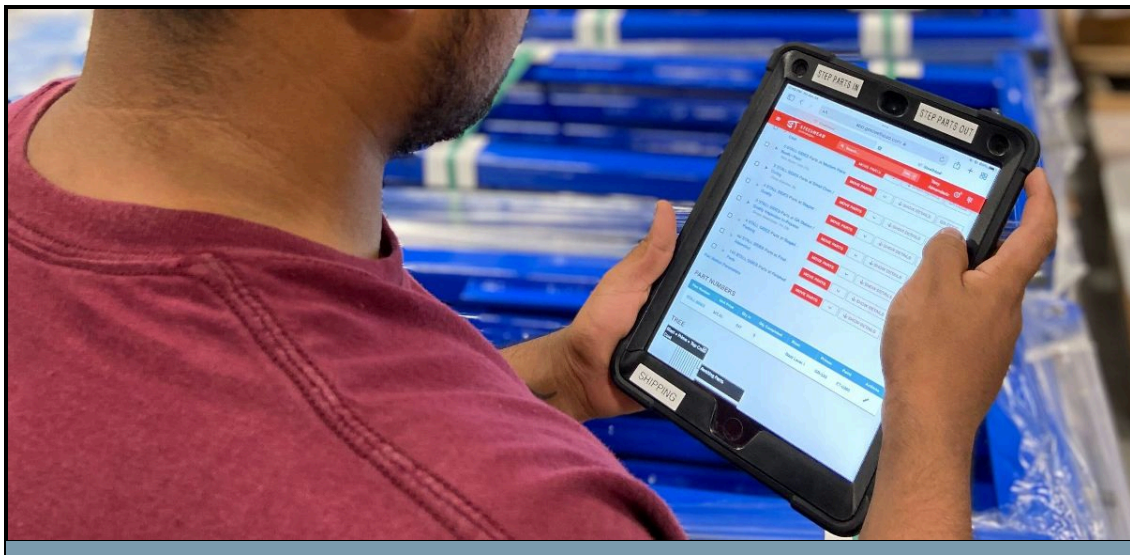


Weekly Newsletter

September 23rd, 2022

Harnessing the Power of Steelhead's Shipping Dashboard

One of the easiest ways to get value out of using Steelhead right away is to streamline your shipping process using the Shipping Dashboard. Once parts are completed and ready to be picked up or shipped, there's still a lot left to do. Each lot needs a packing slip and some will need a bill of lading. Customers need to be updated on the status of their orders.



Snap a picture right from your tablet and attach it to the packing slip so the customer grabs the right parts!

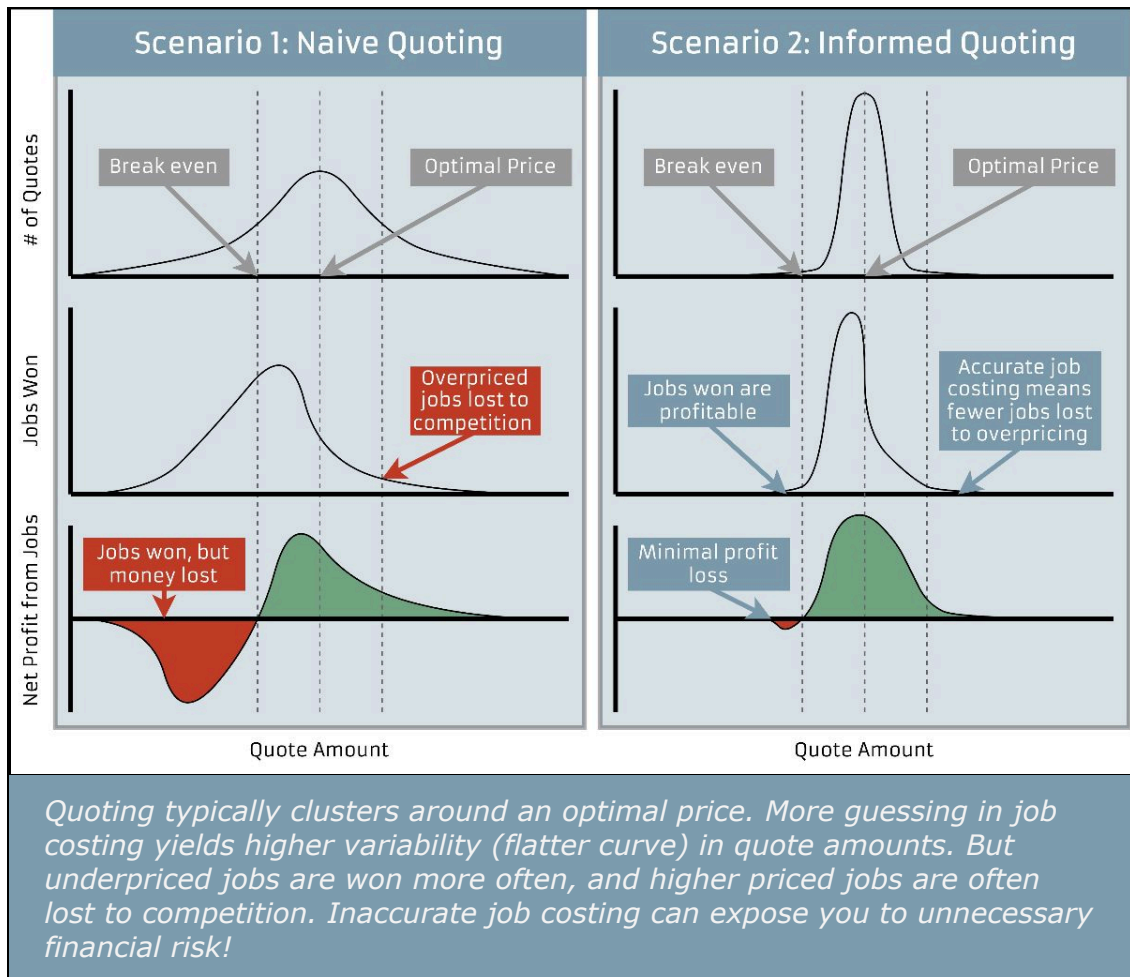
Tracking all of this doesn't have to be a time-consuming headache. By managing orders from the Shipping Dashboard, you can:

- Improve communication with customers by updating them at every step of the shipping process
- Add an image of shipments to Packing Slips right from a tablet or phone
- Automatically generate customized Packing Slips and Bills of Lading that include all of your boilerplate information, as well as the contact info, billing and shipping addresses, and company logos of your customers
- Sign off on Packing Slips and Bills of Lading without leaving your screen

Learn more about how to streamline your shipping office by taking a look at our docs on [Using the Shipping Dashboard!](#)

"Right on Average" is Not Good Enough!

It's tempting to believe that if you're right "on average" that you can still be competitive. The error in this thinking, though, is that while quoting is normally distributed, jobs won and financial impact are *not*. If you quote five jobs at above average costs, and five more below, you are much more likely to lose jobs you've overpriced and win jobs that you've underpriced (jobs won, below). Sellers who offer naïve job quotes then suffer from the bias of the market towards accepting underpriced work, resulting in greater exposure to negative margins.



More information in your management software means better job costing, which in turn means greater profitability. In the last year, one Steelhead customer saw their gross profit margin climb from 5% to 35%. How was this possible? Here were some of the steps they took...

Read the full blog post at <https://gosteelhead.com/blog/>

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