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Do I Need to Know a Lot About Computers?

Q. How much do I need to know about computers and all those operating system commands?

A. Not much. Double-clicking on an icon is all you need to do.

Our most successful customers have many traits in common. Detailed computer knowledge is not one of them.

Q. If your successful customers don't necessarily have much computer knowledge, what do they have in common?

A. Our customers who really love the program are of two types:

- Overworked box office employees (who see an easier way to do things).
- Accountants (who see an effective tool to keep the money, tickets and seats reconciled).

They enjoy their work and they lie awake at night figuring out how to get their computers to work harder. They enjoy challenges. After a week or two, they actually find using the program a little boring. However, they become excited about the advanced features of the program.

Computer professionals usually shrug their shoulders and say, "Yeah, Wintix is easy to use, but all programs are easy for me to use." What they like about the program is that it runs on standard equipment and uses standard data files, which means they do not have to be concerned about incompatible hardware.

Q. And the results?

A. Well, these people are winners to start with. When they put an effective tool in their box office, they have a winning box office, too, because they can handle more customers, more easily. More performances are sold out, customers are treated better, and everyone is happier. Of course, they are also making the organization more money.