



THE

# FLOOR DEALER CRISIS

Cut your work hours in half, double your dealership profits,  
and **CRUSH THE BIG BOXES** like so many flooring dealers  
already have by using this **SIMPLE 3-STEP SYSTEM**

**FLOORINGSUCCESS**  
SYSTEMS



Click here to watch the walkthrough video.

# ARE YOU RUNNING ON THE HAMSTER WHEEL OF DOOM?

Too many floor dealers are running on a hamster wheel, faster and faster, trying to build their business. One month you have customers coming in, but then a month or two later your work slows down and all your flooring jobs vanish.

So you run even harder, putting in 50, 60 even 70 hours per week, working more to make the same or less.



**This is what it looks like to run on the hamster wheel.**



Click here to watch the walkthrough video.

# CUSTOMERS ARE THE LIFEBLOOD OF EVERY FLOORING BUSINESS

And yet the majority of dealers struggle with cash flow precisely because they don't have a enough new and repeat customers coming in every month.

But there is a growing group of flooring dealers who no longer struggle with these problems. How have they done it?

**You'll find the answer to that in these pages...**

---

---

# WARNING: THIS SYSTEM IS POWERFUL

**BUT ONLY IF YOU USE IT THE RIGHT WAY.**

The Floor Dealer Crisis is part 1 of 4 in the “Flooring Success System Workshop: How to double your profits while cutting your work hours in half and beating the boxes.” And while it certainly holds stand-alone value, it’s much more powerful within the context of the other parts of the workshop, especially the accompanying video training lessons. In each video training you’ll discover more detail, specific examples, and insight to get a deeper understanding of how to use The Flooring Success System to grow your business.

The good news is that the entire 4-part workshop is still available at no cost to you. To access the other training lessons, including the companion training to this PDF, click the video icon on the top right corner of any page to go back and review the content. You can also access any of the previous videos in the workshop using the images to the right.



Click here to watch the walkthrough video.

## WORKSHOP VIDEO SERIES



**PART 1**  
The Floor Dealer Crisis



**PART 2**  
The Online Customer Generator



**PART 3**  
Double The Value of Every Customer



**PART 4**  
Implementation

---

---

# THE EXPERTS IN CUSTOMER -GENERATION TODAY

Hi, I'm Jim Augustus Armstrong, President of Flooring Success Systems, I'm the Marketing Mastery columnist for Floor Covering News, and the author of two flooring industry books. We are the people behind the groundbreaking, proprietary floor dealership growth methodology—The Flooring Success System—which has helped hundreds of floor dealers generate lots of new customers, increase profits, all while working fewer hours and...beating the boxes!

Yet, too many dealers aren't getting these kinds of results. And that's because they're doing things wrong. They don't have a system in place to consistently attract new customers, close them, and then generate repeat and referral business. My goal is to give you the tools to do it the right way. We've proven that this is the best way to get the customers you need and enjoy a fantastic lifestyle. I'm excited to share our system with you!

**Your Partner In Greater Success, Jim Augustus Armstrong President, *Flooring Success Systems***



Click here to watch the walkthrough video.

## WORKSHOP VIDEO SERIES



**PART 1**  
The Floor Dealer Crisis



**PART 2**  
The Online Customer Generator



**PART 3**  
Double The Value of Every Customer



**PART 4**  
Implementation



Click here to watch the walkthrough video.

## THE PROBLEM: “SPRAY AND PRAY”

Today we live in an era technological overwhelm. The marketing “experts” tell you to throw content everywhere and hope it sticks.

**THE “SPRAY AND PRAY APPROACH:  
Trying every strategy pitched by marketing  
“experts” and hoping that something works.**

Today’s flooring advertising—online and offline—is being done the wrong way. It’s all me-too, copy-cat advertising that makes you blend in with everyone else. No differentiation.

Since there’s no differentiation, prospects think it’s all about price.

They wind up buying from the box stores because they’re excellent at convincing people they’re the cheapest. Also, consumers are familiar with these big brand names, so they feel comfortable buying from them (even if they shouldn’t).

The good news is you’re going to learn the three—and only three—proven steps that will turn the tables on the boxes, attract the best customers week after week in any market. You’ll never have to worry about getting new customers again.

---

---

# MOST DEALERS ARE “HUNTERS,” WHICH IS WHY THEY STRUGGLE WITH CASH-FLOW AND WORK 50-60 HOURS PER WEEK

Hunting means being transaction-oriented. There are three big problems with hunting:



[Click here to watch the walkthrough video.](#)

**FIRST**, hunting is very, very hard work. You spend your time, energy and money hunting down the next customer, bagging it, skinning it, and then you're off hunting for the next one.

**SECOND**, hunting is unpredictable. Some days you get the customer, some days you go home empty-handed.

**THIRD**, hunting keeps you stuck on the hamster wheel of doom. You work more and more hours hunting down customers, driving all over to people's homes, doing measures, and giving out prices, only to make the same or less.

---

---

# WHY YOU NEED TO TRANSITION FROM “HUNTER” TO “RANCHER”

A rancher’s job is to round up a small herd of customers and live in style. There are three big benefits to ranching:

**FIRST**, ranching is very, very easy compared to hunting.

**SECOND**, ranching is predictable.

**THIRD**, ranching lets you escape the hamster wheel of doom. You work fewer and fewer hours, and your income goes up and up.



Click here to watch the walkthrough video.





---

---

# OUR 3-STEP SYSTEM ENABLES YOU TO TRANSITION FROM “HUNTER” TO “RANCHER”

**The first step is BEFORE.** This is what you do to round up new customers, before they’ve done business with you.

**The second step, DURING,** is what you do during the sales process to close more customers and get higher margins.

**AFTER** is what you do after the sale to dramatically increase your repeat and referral business.



Click here to watch the walkthrough video.

THE FLOORING  
SUCCESS SYSTEM



## THE POWER OF **BEFORE, DURING & AFTER** IN ACTION

“Our revenue is up 79.3% over last year! Thanks, Jim!” -Mike, CT



Click here to watch the walkthrough video.

# WHEN THE BEFORE, DURING & AFTER STEPS ARE PLUGGED INTO YOUR BUSINESS...

## YOU ROUND UP A STEADY STREAM OF THE BEST CUSTOMERS

A strong BEFORE step differentiates you from competitors, positions you as a trusted authority, and makes people want to buy from you instead of the competition.

## YOUR CLOSED SALE RATIO GOES UP

The average dealer only closes 3 out of 10 walk-ins. That's dismal. It means 70% of your advertising dollars are wasted. A strong DURING step helps you dramatically increase your closed sale ratio and stop flushing ad money down the drain.

## YOU GET A LOT MORE REPEAT AND REFERRAL BUSINESS

A strong AFTER system fences in your herd of customers, protects them from poachers, and sends you a consistent stream of repeat and referral business.

## THIS ALLOWS YOU TO...

### END THE CASH-FLOW NIGHTMARE

Say goodbye to "slow" seasons and enjoy predictable, steady growth in your business, month-in and month-out..

### ENJOY THE LIFESTYLE YOU DESERVE

Step off the Hamster Wheel, work less than 35 hours per week, take vacations, and enjoy time with your family.

### CRUSH THE BOX STORES

Stop competitors from poaching your customers, and watch your profits go up month after month.



## THE POWER OF BEFORE, DURING & AFTER IN ACTION

"I made \$64,779.64 from just one of Jim Augustus Armstrong's strategies!" -Marty, TN

---

---

# 3 DEADLY MISTAKES KEEPING DEALERS TRAPPED ON THE HAMSTER WHEEL OF DOOM

## **MISTAKE #1: Dealers don't put Before, During & After together in a system.**

For example, many dealers spend tens of thousands of dollars on their BEFORE strategies—on advertising to get prospects to visit their store. But the average dealer only closes 3 out of 10 walk-ins. So dealers are spending thousands of dollars in advertising, but 70% of that money is going to waste.

This is because they are weak in the “DURING” step. They don't have a strong system for converting a customer visit into a job, so they lose most of them.



Click here to watch the walkthrough video.



**BEFORE, DURING & AFTER** are the fence protecting your customers from poachers. If you're weak in any of these your fence has holes, and your customers are being poached by your competition.



Click here to watch the walkthrough video.

# 3 DEADLY MISTAKES KEEPING DEALERS TRAPPED ON THE HAMSTER WHEEL OF DOOM

## MISTAKE #2: Not enough positive online reviews.

A lot of dealers don't have many reviews, or they've been sabotaged by fake 1-star reviews left by competitors or jerk customers.

Getting a steady stream of positive reviews creates differentiation, makes you the obvious choice, and is a vital step in rounding up the best customers from the internet.

## HERE'S WHY ONLINE REVIEWS ARE CRITICAL IF YOU WANT TO ATTRACT THE BEST CUSTOMERS FROM THE INTERNET:

92%

of consumers now read online reviews

Business 2 Community

94%

would use a business with a four-star rating

Business 2 Community

88%

trust reviews as much as personal recommendations

BrightLocal

---

---

# 3 DEADLY MISTAKES KEEPING DEALERS TRAPPED ON THE HAMSTER WHEEL OF DOOM

## MISTAKE #3: Ignoring your past customers.

Regular communication with your customers is what you do AFTER the sale to generate repeat and referral business, and fence customers in and keep competitors out.

The “**AFTER**” step is critical because box stores are lurking in every city and everywhere online, and spending millions of dollars in advertising to poach your customers from you.

Most flooring dealers get as much repeat business from their customers as funeral homes.



Click here to watch the walkthrough video.





Click here to watch the walkthrough video.

# THE FLOORING SUCCESS SYSTEM WORKSHOP

Watch part 1 of the Flooring Success Systems workshop series to dive deep into the strategy behind BEFORE, DURING and AFTER, and see what a difference it can make in your business when you transition from “hunter” to “rancher.”



WATCH PART 1 HERE



## THE POWER OF BEFORE, DURING & AFTER IN ACTION

“Jim...our business is growing exponentially. There is no comparison between my company now and before I joined Flooring Success Systems. I can’t believe the turn-around here! October was our busiest month in 20 years. November was our second busiest month.” And this month we are crashing new records!” -Mark, IL



Click here to watch the walkthrough video.

## TO SUM IT ALL UP...

### Why do floor dealers struggle with cash-flow and overwork?

1

They have the “hunter” mindset instead of the “rancher” mindset

**A  
N  
D**

2

They don't have a proven system to attract new customers, close them, and generate repeat and referral business.



#### **THE POWER OF BEFORE, DURING & AFTER IN ACTION**

“I spent ten years working nearly 70 hours per week. I was constantly putting out fires while trying to keep my fingers in every pie. I was finally getting so burned out that I considered selling my business. Thankfully, I discovered Jim Armstrong’s program. I began implementing Jim’s strategies. In a relatively short time I’d cut my work hours in half. Now I’m working less than 30 hours per week, no weekends. I take vacations whenever I want, and spend lots of time with my family. I increased my revenue by 50% last year. It’s hard to describe the feeling of having all that stress gone. My business is fun again.” - Earl, SK



Click here to watch the walkthrough video.

## FINAL WORD

Be sure to watch the companion video to this workshop that explains in depth how to use the three steps in the Flooring Success System—BEFORE, DURING and AFTER--so you can double your profits, cut your work hours in half, and beat the boxes!



WATCH PART 1 HERE



### THE POWER OF **BEFORE, DURING & AFTER** IN ACTION

"I made an extra \$90,463 in one month using Jim's Strategies!" - David, TX