

60-Day Rapid Launch Program



“Crush the Competition!”

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I started my first business when I was in 8th grade. Since then I have owned over ten businesses and done a tremendous amount of selling. In that time I have read countless books, attended dozens of seminars, and received coaching from top business and marketing pros.

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Jim Armstrong

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Introduction

Welcome to the *60-Day Rapid Launch Program!* This is a crash course to get the system up and running and making money for you in eight weeks. As an “Inner Circle Club” member, you will be exposed to hundreds of strategies for marketing and business systems. For the Rapid Launch I have selected a handful of strategies that are foundational; strategies on which to “hang” all the other strategies. I like to use the analogy of a Christmas tree. The strategies you will learn and implement during the Rapid Launch are like setting up the Christmas tree. All the other strategies are like ornaments that you hang once the tree is in place.

The program is divided into 8 modules. There is a lot to learn, digest and implement over the next two months, so it’s critical that you block out several hours each week for implementation. I give some tips on how to implement these strategies without getting overwhelmed during the *Orientation* section.

This manual works hand-in-hand with the 12 Month Total Transformation workbook, and you’ll be given instructions in the Orientation section on how to approach this system.

Let’s get started!



Jim Armstrong
The “Coach”

1st Module—Orientation and principles of emotional direct response marketing

Orientation

The coaching relationship

You will find that I have a sense of humor and I like to have fun. So throughout my system and during our coaching relationship you'll hear my humor come through from time to time, but that doesn't mean that I am not serious about what we are doing. I just believe business should be fun and a joy.

I truly care about your success, so as your coach I will be tough when necessary, and I'll always shoot straight with you. I'm not here to give you a bunch of fluff and B.S., I'm here to give you the tools to succeed. Period. 95% of the business game is *mental*; overcoming your own, personal hang ups; getting out of your own way so you *can* succeed. Part of my job is to help you stop being your own worst enemy and—just like any good coach—if I have to get tough with you occasionally to help you do that, I will. Keep in mind that it's because I really do want the best for you and I want you to succeed. So during coaching calls if I hear you say something that indicates self-limiting thinking, a poverty mentality, a defeatist outlook, or anything else that is standing in your way, I'm going to be a good coach and call you on it.

Benefits of having a coach

Michael Jordan and Tiger Woods both use coaches. Top athletes in every sport use coaches. Top performers in every business field use coaches.

Only amateurs don't use coaches. This seems counterintuitive. After all, it's the amateur who really needs the help. Perhaps that's a clue as to why some athletes and some business people never escape the ranks of the amateurs.

Why should Tiger Woods use a coach? Why should a multi-millionaire entrepreneur use a coach? They are already successful, right? Top pros understand that it's because of good coaching that they got to where they are at. They also understand that a coach is necessary to stay in top form. Keeping a sharp, competitive edge is so important that they pay top dollar for the best coaches so their edge doesn't become dulled.

Coaches provide that second set of eyes; a perspective that comes from someone standing outside of your situation and looking in. By its very nature, this outside perspective of one's self and one's personal circumstance is *impossible* for you to see because you're on the inside; and you always will be. How successful you are is irrelevant.

Imagine a golfer trying to analyze his own swing. It's laughable. Yet that's exactly what the vast majority of business people attempt to do with their own business "swing." They keep doing things the same way because from their inside perspective they can't see what needs improving. This makes achieving higher levels of success in their business and their life very difficult.

Coaching speeds up your success. It shortens the learning curve. It gives you that second set of eyes, that outside perspective that can zero in on your weak areas, and create improvements far more quickly than you could on your own.

By enrolling as an Inner Circle Club member you have done what most of your competitors will never do; get top-level coaching. By doing so, you have instantly given yourself a tremendous advantage over every other competitor. And you have dramatically increased the likelihood that you will reach your goals and dreams that inspired you to get into the floor covering business in the first place.

My coaching focuses on two areas: Marketing and business systems. Under the marketing category, I emphasize emotional direct response marketing and sphere of influence marketing. Under the Business systems category, I emphasize creating freedom for the business owner, and turning mundane, administrative functions into marketing tools.

My approach to marketing is unique to the flooring industry. It looks different, feels different, and most importantly it works. It's a key to totally outmaneuvering the big box stores; to running circles around them. Because of their top-heavy, bureaucratic structure, they simply are not equipped to keep up with you. As you dig through the "*Inner Circle Arsenal*", imagine Home Depot or Lowes trying to implement many of my strategies. It's laughable.

I like to use the analogy of the speed boat vs. the Titanic. Picture the Titanic lumbering through the ocean, slow to turn, slow to maneuver. Its one major advantage is its size. Now picture a speedboat zipping around the Titanic, running circles around the gigantic ship. The small dealer has many advantages that enable him or her to outmaneuver the boxes like a speedboat running circles around a huge ocean-liner. You are going to learn how to harness these advantages and outmaneuver the boxes.

A big mistake small and medium sized businesses make is trying to turn their speed boat *into* a Titanic. They try and copy the same methods as the boxes, and

compete in the same way, and it's impossible. All the while they totally ignore the powerful, built-in advantages they have over the boxes.

You'll also learn to outmaneuver the other small dealers. Yes, they have the size and structure to be maneuverable, to be speed boats, but they don't know how. They could have become Inner Circle Club members and learned the secrets you're going to learn, but you beat them to it. None...I repeat NONE of your competitors understand what you will understand once you've finished the rapid launch program. Nor will they have the ongoing training and coaching and constant infusion of new ideas and strategies. They might see pieces of what you're doing and try to copy you from afar, but they won't have the system. They won't "get it." On top of that, you're going to learn how to invent far faster than they can copy.

How To Implement This System Without Getting Overwhelmed

3 Goals of the 60-Day Rapid Launch Program

Goal #1: Complete the "12 Month Total Transformation" workbook.

Goal #2: Familiarize yourself with the strategies in the Rapid Launch program.

Goal #3: Implement 1, 2 or 3 strategies from the Rapid Launch in your business.

For most dealers, it will be difficult to get every strategy in the Rapid Launch fully implemented in the first 60 days. So your goal should be to implement those strategies which will help propel you towards your 12-Month goal. The 12-Month Total Transformation workbook will be a huge key in helping you to select which strategies to begin with.

Don't get overwhelmed because I've provided "too much" information

The two things most dealers want from their business are time and money. They want their business to prosper and provide them with a fabulous income; and they want the time, the walk away power, the freedom to enjoy their income and live their Ideal Lifestyle.

That's what this entire coaching system focuses on: giving you money and giving you time.

In order to give dealers the power to make both of these goals a reality in their businesses and their personal lives, I provide a treasure trove of strategies in the manuals you receive when you first join, and in the ongoing monthly member benefits (newsletters, coaching calls, interviews, audio CD's, etc.).

However, each dealer has different challenges. Dealer A might be making excellent income, but is a slave to his store. Dealer B might have plenty of free time, but

is struggling to generate enough revenue. Dealer C might have a combination of both challenges. Therefore, dealers A, B, and C will choose different strategies from the Rapid Launch to begin with based on what their immediate needs are, and what their 12-Month goals are.

Let's look at the Rapid Launch goals one at a time:

60-Day Rapid Launch Goal #1—Complete the 12-month Total Transformation Workbook

The Total Transformation workbook is your tool box for creating and maintaining your 12-month game plan. This workbook will help you sort through all the powerful strategies and select exactly what you need to accomplish your 12-Month goal. Begin working through this workbook immediately.

60-Day Rapid Launch Goal #2—Familiarize yourself with the strategies in the Rapid Launch program.

This means reading through the manual and listening to the audio CD's.

Many of the strategies and concepts in my system will be completely new to you and totally different than anything you've been exposed to in the flooring industry. It's critical that you absorb these concepts, and repetition is the key for making this happen. I want you to totally immerse yourself in these materials for the next 2 months.

Read through the entire manual 2 or 3 times during the next two months. Also, for the next 60 days, don't listen to the radio or music while you're driving around. Instead, listen to the audio CD's over and over again. Turn your vehicle into a "Marketing University on Wheels."

Another important reason to familiarize yourself with EVERY strategy in the Rapid Launch (even the strategies you don't immediately implement) is so that you'll know which strategies to choose as you work through the Total Transformation workbook.

60-Day Rapid Launch Goal #3—Implement 1, 2 or 3 strategies from the Rapid Launch in your business.

Again, your goal is not necessarily to get every strategy in the Rapid Launch implemented in the first 60 days. You should select the strategies that will give you the biggest bang for your buck in helping you achieve your 12-month goals. The *12-Month Total Transformation* workbook will be critical in helping you to select which strategies to begin with, and which to implement further down the road.

Tip for choosing which strategies to begin with:

If your biggest challenge is generating revenue, begin with modules 2, 3 and 4. If your biggest challenge is being tied to your business and creating freedom, begin with modules 5 and 6. Again, the Total Transformation workbook will help you decide.

Make room for the “Big Rocks”

The name of this program is “60-Day Rapid Launch.” It’s not the “120-day hokey-pokey program,” or the “Someday-I’ll-Get-Around-To-It-When-I-Feel-Like-It Plan.” It’s the RAPID LAUNCH! That means we are going to *launch* you into your Whole New Life In The Floor Covering Business—not mosey you into it, not ease you into it, not baby-step you into it—launch you. And we’re going to do it rapidly!

In order to launch you rapidly, you’ve got to create room in your life and in your business to dedicate to this program. Here’s how:

Imagine you are standing in front of a wooden table. On the table is a container of water, one of sand, and one of pebbles. There are also three big, fist-sized rocks and a large glass jar. Your job is to fit all of the water, sand, pebbles and big rocks into the large, glass jar. So you begin by pouring the sand into the jar, then the pebbles. You then reach for the big rocks, but you realize that there’s not room for all three. You manage to get one into the jar and it rests on top of the pebbles, but there’s no room for the other two. So you try pushing the first rock down into the pebbles to make room; you push and twist and grind, but you just can’t make enough room to fit any more than the one big rock.

Then you get an inspiration. After dumping out the sand and pebbles, you put the three big rocks into the glass jar first. Then you pour in the pebbles and they filter down the big rocks; next you pour in the sand and it filters down around the big rocks and the pebbles; finally you pour in the water which filters down around everything else. It all fits!

The big rocks are the things that are important in your life and in your business; the things that must be done. The pebbles, sand and water are everything else. If you fill up your day with everything else first, there will never be room for the things that are truly important; the big rocks. The trick is to put the big rocks in first.

The 12-Month Total Transformation Workbook will help you determine EXACTLY what your Big Rocks need to be for the next 12 months.

To make room for the big rocks, I teach a concept called *Time Blocking*. Schedule two-hour appointments for yourself throughout the week in your calendar, and mark these times “Rapid Launch.” During these 60 days, I want you to Time Block no fewer than 8 hours per week. If that means you have to do some of it during nights and weekends, that’s okay because this is only for the next 60 days. During your Time Blocks you are to do nothing but learn the Rapid Launch strategies, and to implement the 1, 2 or 3 strategies that you have selected to implement first. This time is sacrosanct. Inform your staff of what you are doing and that you are not to be disturbed. Turn off the phones, hang a do-not-disturb sign on your office door. Everything else in your business will get done, just not during those hours you have blocked out.

If you don't do this, instead of a *Rapid Launch* you'll wind up with a "Hokey-Pokey." Let's go for the Rapid Launch.

Mindset

We are in a truly amazing profession. The opportunities to make money in floor covering are incredible. You have the opportunity—with no formal education—to make more money than most doctors. But in reality, it goes beyond money. We all had reasons we chose to enter this profession, and it's different for each of us. Maybe it was to buy a better home; live in a better neighborhood; provide an education for our children; build a more secure retirement; care for an elderly parent or a special-needs child; or support our church. Maybe you were downsized from another job, or divorced, or maybe you just wanted to take control of your future and your income.

That's why you've joined my Club and that's why I'm here: to give you the tools to help you fulfill those dreams that got you into business in the first place! You've become Club members because you believe you can achieve your goals more quickly and effectively with my help than without it. You're here to discover NEW ideas, so be willing to step outside the box. If I simply tell you what you already know, or to do what you're already doing; or to do what everyone else is doing, what's the point?

One definition of insanity: doing the same thing over and over again and expecting different results.

New concepts, new ideas, are a double-edged sword. On the one hand, they lead you into new territory and will give you the success that old concepts don't. On the other hand, going into new territory is uncomfortable. So as a Club member you are going to see things, and be expected to do things that you currently aren't doing! Expect it! Rejoice in the fact that someone, finally, is showing you something other than the same, tired-out old ads, and inserts, and yellow page ads, and merely suggesting ways to marginally improve on them. We're going to utterly blow the doors off anything you've ever seen or experienced before. So be ready for it. Embrace it!

Earl Nightingale said, "The crowd is always wrong." He also said, "If you don't have a good success model to follow, look at what everyone else is doing, and do something different."

The Power Platform

My Marketing System utilizes the Power Platform as its foundation. There are three units to the platform: Before, During, and After. It's a simple concept, and I'm going to explain how each unit works and why it's vital to your success.

Before

“Before” covers all my systems and strategies that compel people to call your store or take action to do business with you. This happens BEFORE they are a client.

During

“During” covers all the systems used during the buying & installation process. The “During” systems are designed to AUTOMATICALLY do four vital tasks:

- 1) Provides a WOW experience for your clients during the buying and installation process.
- 2) Turn your new clients into raving “cheerleaders” for your store, spreading the word about your service.
- 3) Generate—on average—SEVEN referrals from each job. Therefore it’s possible for each job to beget another job, setting up the “Referral Daisy Chain.”
- 4) Give you “Walk Away Power”—the confidence to “walk away” from your store for days, weeks, even months at a time (vacations, travel, personal time) and KNOW that it’s running like a well-oiled machine, and making you money even while you’re gone.

After

The “After” unit includes all my systems and strategies for making money AFTER the initial sale. The system is designed to turbo-charge your repeat and referral business. It’s designed to help you maintain your “herd” of clients, protect them from poachers, and farm them for repeat and referral business.

I have separated the client relationship into these three areas because you speak and market to clients differently in each unit. It’s vital that you understand this. Here’s an example: imagine talking to your best friend in a coffee shop. You speak to him or her completely differently than you do the person who sold you the coffee, or the stranger you said hello to on your way into the shop. By separating the client relationship into before, during and after, it will help you communicate to each group more effectively. It also helps in building your marketing and business systems.

You’ll notice that in many of the strategies in my system I will put which unit they belong to in parenthesis. Some strategies could fit into more than one unit.

Also, you are going to hear certain themes repeated throughout the Rapid launch, some of them word-for-word from the other materials you have been given. This is done on purpose because the Rapid Launch pulls together the strategies and systems which are foundational, and the ones you should begin with. Repetition is also vital for learning a subject quickly.

The Myth of the Silver Bullet

Everyone’s looking for that *one* strategy, that one “silver bullet” that will solve all their marketing and business challenges. I’m here to tell you there is no such thing.

Dan Kennedy tells the story of a chiropractor who very quickly built a million-dollar chiropractic practice. He sold it, and quickly built another million-dollar practice. Then he did it a third time. He began holding seminars to teach other chiropractors his practice-building techniques. Without exception, at the end of each seminar an attendee would approach him and say something like, “I need a strategy to get 50 new clients a month,” to which he would reply, “I don’t know *one* strategy to get 50 new clients a month, but I know 50 strategies to get *one* new client a month and I do all 50.” That’s the kind of thinking you will learn to apply to your business.

There can be severe negative consequences for relying too heavily on a single strategy. What happens if that strategy suddenly stops working? I actually had this happen once. I had a sales letter that was generating 30% of all my new clients, and it worked well for two years. Suddenly it stopped working. Fortunately I had several other strategies in place, but initially I lost one-third of my revenue from new clients and it caused a real cash-crunch as I struggled to replace it. Marketing and business systems are the key to building a profitable dealership, increasing your income, and creating “walk away power;” not silver bullets.

Oil wells versus oil cans

Most dealers focus on trying to acquire individual oil cans rather than digging oil wells. Virtually all the cold advertising you see—newspaper, yellow pages, inserts, etc.—focuses on getting clients one at a time; getting oil cans. Dealers spend enormous sums of time, energy, and money slugging it out in the marketplace—a jungle where they eat their young—fighting with discount dealers, “boxes,” and bait-and-switchers just to gather up cans of oil. Because the oil is quickly used up, each day they have to start from square one: find more cans.

You’re going to learn how to dig oil wells. Oil wells are sources that consistently and reliably produce revenue day after day for your business. You do the initial work of digging the well, and from then on—just like a real oil well—it gives you a steady stream of revenue. Your job now is to manage the well.

**Dig the well
before you
thirst.**
-Confucius

The oil wells we are going to focus on are strategic alliance relationships, sphere of influence, and your past customer database.

Benefits of having oil wells instead of oil cans:

- You do the work of digging the well once, then it produces oil forever
- Bullet-proof your income against the ups and downs of the economy
- True wealth creation
- Peace of mind

Markets always cycle

We've all seen graphs showing the performance of stocks, or bonds, or real estate. Have you ever seen a graph where the line went straight up forever? No. Fluctuating markets are a normal part of business. Don't waste time and energy hoping market cycles won't happen. Acknowledge that this is a FACT of the business world. Don't make your success dependent upon a "hot" market. Instead, learn and implement the marketing systems that produce steadily throughout market cycles.

Have fun with it!

Being a business owner carries a lot of stress, so you've got to create fun and happiness in your work. You've got to relax and have a sense of humor. I'm going to help you inject joy and fun back into your business, and into the lives of your clients. You're going to see that a lot of my marketing is light-hearted and fun, and very personal.

Think about the impact that will have on your typical client. They live in a world where customer service, for the most part, simply doesn't exist. It's grotesque. They're used to the nightmare of dealing with nameless, faceless, personality-less corporations.

They've wandered around the big box stores, vainly trying to find, and get help from one of the three employees on duty that day. Then when they finally find one, the employee doesn't know the difference between a crescent wrench and a caulking gun.

They've served prison sentences in the endless purgatory of phone menus.

They've been grunted at by the surly, disinterested fast food worker with an infected lip-ring.

They've been two days late on their credit card payment and, even though their payments were on time for the previous five years, the company doubled their interest rate. So they called to try and work something out, spent 20 minutes on hold, only to have the \$8-an-hour, barely-literate cubicle-worker read from a script that essentially tells them, "tough luck."

Their mailboxes are stuffed to overflowing each day with slick, full-color, boring corporate junk mail that half the time is addressed to "occupant," and the other half of the time misspells their name.

This is the consumer/business environment that your clients deal with day in and day out.

Now, imagine the impact of getting one of your mailers, with a photo of your smiling face, with a personal message that makes them laugh and injects some joy back into their day, and is so interesting and so different, they can't help but show it to their friends. Then when they visit your store, they are amazed at the personal attention and care shown by your staff. And during the selection process, your sales person has enough

concern for their needs that he actually sits down with them and takes the time walk them through a Design Audit questionnaire to help them narrow down the thousands of choices and make sure they get exactly what they need. Then during the installation process they get more fun and interesting mailers, with dollar bills and lotto scratchers and balsa-wood airplanes, all the while being kept updated by your staff. You and your business are going to be perceived as an oasis of joy, and fun and sanity in desert of business madness. You are going to create raving fans who spread the word about your store. This is powerful. So have fun with it. You and your clients both could use a little fun.

Weekly strategy session

Set aside 1 hour each week to strategize. Write it down in your calendar so it gets done each week without fail. Monday morning from 8:00-9:00 is a good time. If you do this I promise you will make more money than you ever thought possible.

This hour is where you review your marketing strategies and your goals. Here are some things to do during this hour:

- Look at your tracking sheets and see how each strategy is doing.
- Decide which new strategies to implement
- Decide on changes for a strategy that is performing poorly.
- How can you take a successful strategy and make it perform better
- Plan your marketing for the next month (printing, stuffing envelopes, phone calls, etc.)
- Review this week's marketing—is everything getting done?
- Are my strategies getting me closer to my goal? If not, what changes can I make? If yes, how can I improve?
- Etc.

I like to do these sessions at the local library or coffee shop. It's quiet and I can concentrate without interruptions. Wherever you do it, don't let anyone or anything take this hour away from you. This is your most profitable hour of the week. This will determine whether or not you implement the changes that will turn your business into a moneymaking machine.

There is absolutely no more profitable way you can spend your time than learning and implementing this System, and becoming an expert marketer.

Realize who you are and what business you are in

If you are the owner of a flooring dealership, you are not an installer or a salesperson or a warehouse manager or any of the other job descriptions in your business. You may be *performing* some of these jobs—wearing those hats—but those are not your primary function.

Your are a marketer of flooring services. You are in the marketing business and the product you happen to be marketing is *flooring*. This is a subtle distinction, but an

important one. Think of your business as a ship. On board your ship are all kinds of jobs that need to be done to keep your ship moving.

- Installing
- Bookkeeper
- Receptionist
- Office manager
- Sales

As the business owner, you are the captain of the ship. You are the visionary who decides where your ship will go, and how fast it will get there.

Even though you are the captain, I realize that you may be performing some of the jobs on your ship like bookkeeping, answering phones, and teaching. You might even be handling *all* of the jobs. But as a business owner, your job description is not those jobs.

This is a concept that most dealers miss. Once you begin to see yourself as the owner of a business, you approach the building of your business from a completely different standpoint.

You begin to see jobs as items to eventually be delegated, not as tasks for you to shoulder.

You begin to think in terms of making a profit, not just making a living.

You begin to build your business around your life, instead of your life around your business.

2 more things:

First, I don't expect you to fully grasp or implement this concept after reading this short section. It's enough that you just start thinking in that direction. You will learn more as you participate as a club member and read the other resources I recommend.

Second, I am not saying that you should stop doing work in your business that you truly love, but here is something to think about: what would it be worth to you to have the following list of items active in your business?

- Do only the activities you want, when you want.
- Never worry about answering phones, installing, selling, paying the bills and most of the other “stuff” that goes into running a dealership.
- Focus on doing what you love most in life, what you are best at.

Think your stress level would go down? Think you would enjoy your business more? Maybe be a more effective business person? Maybe enjoy *life* a little more?

I know this is a lot to chew on. But it's enough for now to start the thinking process. Just spend some time thinking about being a business owner. The more you ponder this, the more I think you will come to like the idea.

Work on your business not in your business

This goes along with realizing who you are.

Working in your business is doing things like sales, installation, bookkeeping, ordering products and answering phones. Working on your business is doing things like deciding which marketing strategies to implement, what niche you want to target, what new products and services you want to offer, thinking about adding additional installation crews or opening another store. Can you see the difference?

Yes, right now you might be doing a lot of working in your business, but don't neglect working on your business. As you learn this System, you will begin delegating the tasks of working in your business and spend more and more of your time working on your business, until eventually that's all you do. As you grow larger, you can hire people to work in your business, but you are the only one who can work on your business. It's a very important job and no one else can do it.

Become a student of direct response marketing and business systems

School is never out for the professional, so never stop learning. Most people stop learning when they get out of high school or college. My system provides ongoing "brain food" so you can become an expert marketer. After the Rapid Launch, if you continue to dedicate a few hours a week to learning, in a year you'll be a marketing expert. How many of your competitors do you think dedicate any time at all to becoming a master marketer?

Give a man a fish, feed him for a day; teach a man to fish, feed him for a lifetime. In this system I do both. I give you fish while at the same time teaching you to fish, and I want you to approach the system that way. It can take 3-6 months to really understand the "why" behind my systems. Until you learn the "why," some of what I tell you to do might not make sense, so in the beginning you'll just have to trust your coach.

As a Club member you will get an ongoing supply of "brain food," including audio CD's. Along with what you receive in the club, get your hands on all the audio programs you can on marketing, selling and business systems. Instead of listening to the radio, listen to audio training. This turns wasted driving time into productive learning time, and transforms your car into a classroom.

Repetition is critical. You simply can't grasp everything in my system through a single reading. You need to read through everything 5-7 times, but not all at once; do it over the next 12 months. Each time you go through it you will learn more and more strategies, your knowledge will grow and your thinking will transform.

The flooring business has the potential to create financial freedom. Be willing to do what it takes create freedom both financially and in your time; to reach your goals; to do the things that are important to you in life. Be willing to master the marketing and business systems necessary to fulfill the dreams that got you into the flooring business in the first place!

Harnessing and unleashing the power of relationship marketing.

The most important relationships are your past clients, because out of all the people on the planet, these are the only ones who have proven that they will pull money out of their pocket and give it to you in exchange for your services.

If you've ever done any direct mail marketing, you probably purchased a list of prospects. Well, I want to tell you about a "secret" lead list of hot prospects that are five times more likely to respond to your marketing than people on any other list. They will not treat you with suspicion, but instead as a trusted resource. They are twice as likely to send you referrals. They are predisposed to do business with you versus all your competitors, even if you charge more. They are extremely likely to do repeat business with you. The best part? You can get this list for free. Sound impossible? Sound too good to be true? Sound like a floor dealer "pipe dream"? Nope, nope, and nope. I can assure you that this list does exist. So what could it possibly be?

Your past client list.

You might be saying, "C'mon, Jim, everyone knows that repeat and referral business comes from past clients. What's the big deal?"

Well, considering that only a tiny fraction of dealers have a consistent marketing plan for their past clients, I'm not so sure everyone really does know this. Or if they do know, they don't take action, so the result is the same: past clients who get ignored.

One of the most expensive investments you will ever make is gaining a new client. After investing the time, energy and money to get that client, what sense does it make to ignore them? Yet that is what most dealers do. Instead, they invest the majority of their resources chasing down the next client—slugging it out in the marketplace with all the sleazeball, bait-and-switch discount dealers, online merchants, and the big-box stores—all while totally neglecting the only group of people in the world who have proven that they'll do business with them: their past clients. It's ludicrous!

Floor covering is a relationship business

Floor covering is all about trust and relationships. After all, you are being invited into your client's home; their castle; their sanctuary. When a brand new client walks through the door, before you can make the sale you have to do all the hard work of earning their trust first. However, when a past client walks in, the relationship and the trust already exist. But you cannot expect to build and maintain that relationship without consistent, frequent, regular, value-added contact. For every month that goes by without making contact with your past clients, you lose ten percent of them. Ten months with no contact and you might as well be a stranger prowling around their neighborhood.

One of the best ways to maintain relationships with your past clients is through a monthly newsletter. In your newsletter, use infotainment, meaning make your newsletter content a mix of eighty-percent entertainment (fun articles that have nothing to do with floor covering), and twenty-percent information about your business. Why? Because in any given month most of your past clients don't need floor covering right then, so don't bore them with 100% floor covering content.

I think the reason so many floor dealers ignore their past clients is because they have never stopped to think about the lifetime value of a client. Meaning, they focus only on the immediate sale rather than taking into account all future sales and referrals from that client. Lifetime value is often times worth five, ten, even twenty times the initial sale. And that's the power of relationship marketing.

This system is built on harnessing and unleashing the power of relationship marketing, and there are dozens of strategies and tools in this System for generating relationship business.

Lifetime value of a client

Relationship oriented vs. transaction oriented

Most business and employees are transaction oriented. They only consider the value of a client during that single transaction. You are going to learn to be relationship oriented and understand the lifetime value of a client.

Lifetime value is what a client is worth to your business over the course of our relationship with that client, and you should base all our decisions on this philosophy. This represents a small but powerful shift in thinking. Here's why:

Let's say your store's average gross revenue per transaction is \$5,000. Most companies will see a client as worth \$5,000. Here is how you should view the value of a client over 7 years:

Initial transaction:	\$5,000
Referral during that transaction:	\$5,000
Second referral during the interim 7 years	\$5,000

Second transaction (people replace flooring every 7 years on average)	\$5,000
Second referral during that transaction:	\$5,000
 Lifetime Value	 \$25,000

And that doesn't even include the referrals that the referrals generate. If you include those, the true lifetime value could be as high as \$50,000 to \$80,000. Therefore, each and every client that walks through your door is worth anywhere from \$25,000 to \$80,000. So treat every client like they are worth \$25,000 to \$80,000, because in reality they are.

Repeat and referral clients

Word of mouth advertising is the best form of marketing. Period. Here are several benefits from getting clients through referrals:

- You get clients for FREE! (No marketing costs!)
- Prospects are pre-sold! The person referring you has just told their friend or relative how utterly wonderful your store is. When they walk into your store they are more ready to buy than a cold walk-in.
- You get the halo effect. Other people saying you are great is 100 times better than *you* saying you're great.
- Very low skepticism! After all, if Aunt Liz likes your store, it must be pretty good!
- Low price resistance!

Don't miss the significance of these benefits. You are being handed a pre-sold, non-skeptical prospect who sees you with a halo and who has very little price resistance...all with no marketing costs!

This is so powerful that you shouldn't just wait passively for referrals to happen. You need to actively seek referrals with a referral system, and reward people who give them to you. In the testimonials and referrals module, you'll learn the strategies for generating a steady stream of referrals.

The true purpose of cold marketing

With my emphasis on warm marketing it could seem like I don't believe in or teach cold marketing. It's not true. My System includes many strategies for cold marketing, but it's important that you understand the true purpose of cold marketing. There is one purpose and one purpose only for cold marketing: so you can get a new client and then farm them forever for repeat and referral business.

In many industries, they break or even go into the hole to gain a new client. All the money is made through repeat and referral business, or what's called back-end. So if

you invest the enormous time, energy and money required to obtain a client through cold marketing, then you'd better have a marketing system in place that harvests lifetime value from that client. My system provides that, and does so in spades.

Testimonials

You should always educate your prospects about the wonderful benefits of your store. But no matter how good you are at explaining the benefits to your prospects, it will always sound 100 times more convincing coming from someone else. Why? Because it's not YOU saying it.

This is called the "Halo Effect." When someone else sings your praises (instead of you) it automatically gives you a halo of credibility. Therefore, you should always use testimonials in your marketing whenever possible.

But how do you get testimonials? You ask. In the Referrals and Testimonials module you will learn very simple strategies for getting a steady stream of testimonials. Don't be afraid to ask for testimonials. The worst someone can do is say "no." Most people are very happy to provide a testimonial. Testimonials will absolutely turbo-charge all of your marketing.

Creating a zero-resistance sales environment.

Every prospect shopping for flooring has an internal scale from 1-10 indicating how ready they are to buy, 1 meaning "I'm not ready to buy at all," and 10 meaning, "I've gotta have it now, baby! Just show me where to sign!"

Unfortunately, most flooring salespeople spend the majority of their time dealing with 1's, 2's and 3's. Fact is, any prospect who is less than an 8 is not ready to buy. They represent an uphill battle for the salesperson as he or she laboriously tries to move the prospect from a 2 to a 10, first by winning the prospect's trust, then convincing the prospect that they should do business with them, and finally getting them to make a buying decision.

It's also a numbers game. The salesperson has to endure the grueling, manual-labor grunt work of sifting through a lot of 1's and 2's who never buy, in order to find the handful who eventually become 10's. On the other hand, prospects who are 8's, 9's and 10's are ready to buy immediately and are really just working with the salesperson to obtain guidance and to finalize the details.

What if you could create a sales environment that allowed your sales staff to spend the majority of their efforts only working with 8's, 9's and 10's? They could then invest their time and energy into obtaining sales rather than endlessly struggling to turn 2's into 10's. With the right kind of marketing it is possible. I teach twenty-seven strategies for creating a zero-resistance sales environment, and three of the most powerful

are client education, referrals and testimonials. We're going to cover these strategies and others during the rapid launch.

Summary of the modules

Principles of emotional direct response marketing

The connect campaign which also includes the Ambassador strategy.

Building and maintaining a herd.

Testimonials and referrals

World Class Installation System, part I—the Systems

World Class Installation System, Part II—the marketing

Consumer education

Auto-pilot marketing strategies.

Principles of emotional direct response marketing

Why my marketing “looks” different

Remember what Earl Nightingale said: “The crowd is always wrong,” and “if you don’t have a good success model to follow, look at what everyone else is doing and do something different.” My marketing strategies are not about looking like the “slick,” impersonal, corporate-type advertising you see everywhere—we go in the opposite direction. Personal not slick.

(If you have a “slick” ad that’s working, keep using it, although you will learn to put direct response elements into all your advertising.)

Studies show that the average person sees about 10,000 advertising messages a day. The human mind simply cannot absorb this much input, so people have developed advertising filters that screen out all that clutter. Our job as marketers is to cut through the clutter, and get past that marketing filter. You won’t do that by using a “slicker” 4-color brochure, or brighter newspaper insert, or fancier flyer. You’ll spend thousands of dollars and create perhaps a marginal improvement over another well-financed competitor.

Let me give you an example showing why “slick” and “professional” won’t cut through the clutter and get past people’s advertising filter:

Think back to how many times have you driven through your town, got to where you were going, but didn’t even notice all the slick, colorful, flashing business signs all along the way. You didn’t notice because your advertising filter was up and you blocked them all out.

Now think back to how many times you drove through town, advertising filter on full blast so you’re not seeing anything (including the flashiest signs on the road), and you round the corner and something catches your eye. You actually turn your head to look. You see an ugly, hand-written cardboard sign nailed to a telephone pole advertising a garage sale.

That ugly, handwritten, cardboard sign did what all those slick, expensive, professional signs couldn’t: it got past your advertising filter.

All printing is done in black and white. I rarely use color in my marketing letters. Even color photos are printed in black and white. Expensive, 4-color processing is NOT necessary, and will in fact detract from the effectiveness of the pieces in my system.

Reminder: clear the **yellow or gray highlights** before printing. I put those there to help you find areas that need customizing.

My strategies are all designed to do one critical job: get past your prospect's advertising filter and get them to call or visit you. My marketing is not about logos, ego, being fancy, looking slick, or appearing "corporate." On the list of priorities, all of those things are a distant second to cutting through the clutter, getting past your prospect's filter and getting them to call or visit you.

Traditional advertising vs. emotional direct response marketing

There are 2 broad categories in marketing, and it is vital that you understand the difference. If you don't, most of your marketing ventures are doomed to failure, or at best, minimal returns. These 2 kinds of marketing are called *image advertising* and *emotional direct response marketing*.

Image advertising is where a business tries to get customers by building name recognition, or by "getting their name out there." Marketing genius, Dan Kennedy, uses the Good Year Blimp as an example of image advertising. The Good Year company flies their blimps over football stadiums hoping that if enough people see their name enough times that it will somehow translate into more tire sales.

There are 4 serious drawbacks to this kind of advertising.

- First, there is almost no way of knowing if you are getting any sales as a direct result of your campaign. So you are never sure whether to continue, or how to make improvements.
- Second, there is no compelling reason for someone to call you instead of someone else.
- Third, it can take a long time to see results.
- Fourth, it's very, very expensive.

Good Year, Home Depot, Lowes, and other gigantic corporations can afford to dump millions of dollars into this kind of advertising. You as a small-to-medium sized business owner can't.

Yet this is exactly what most floor dealers attempt to do! They put out newspaper or yellow page ads, or other forms of advertisement, that do nothing except tell everyone their name, what they do, and their phone number. They hope that if enough people see their name floating around out there (like the blimp) that it will somehow translate into more sales.

As a small business, you have many advantages that the boxes don't. Large corporations are forced to sound "corporate" and impersonal in their marketing, treat their customers like numbers, use phone menu systems, and dozens of other things that the general public hates. They do this not because it makes them more money, but because they are large, bloated, bureaucracies and they really have no choice. What I find amusing is when a small business person who does NOT have to do this, does it anyway in an attempt to appear or sound like a big corporation.

Unfortunately, most ad salesmen for the yellow pages or newspaper will encourage people to run these same unprofitable ads over and over again. If you spend \$800 per month for, say, a half-page ad in the phone book and it doesn't work, what is the advice of the ad salesman going to be? "Just give it more time." Or maybe, "let's run it again...but this time let's add more color and make it a full page ad."

That is total and utter B.S. Any ad campaign, of any kind that does not immediately pay for itself isn't working. Period. It should either be immediately re-worked, or abandoned. If you run an ad and nobody calls, what is going to happen when you run the same ad 20 more times? Nobody is going to call...20 more times!

But this is exactly what 99% of business owners do. They run the same unprofitable ad over and over again, hoping that it will someday start bringing in some sales, never knowing when, or if, it works!

One definition of insanity-
Doing the same thing over and over again, and expecting different results.

Emotional direct response marketing is the second kind of marketing, and this is the kind of marketing that I teach. In direct response marketing, you are giving potential clients a strong message that compels them to run to the phone and call you immediately. You put the ad out, and you get a direct response back from the prospect.

Direct response is tough-minded, results driven marketing that can be tracked for results. A good direct marketer insists that if he puts one dollar into an ad, that he get at least one dollar back, plus a new client. If you can't track the results, and if you don't get immediate response, it's not direct marketing.

I recommend that you go on a strict, direct marketing diet for the next 6 months. Stop all marketing that is not direct response, and cannot be held accountable for its success. (In other words, marketing that cannot be tracked.)

Done properly, a good direct response campaign will bring you immediate sales. It will enable you to put an ad out on Monday and start making sales from the ad by Friday. This is very powerful. With most traditional advertising, business owners put out an ad of some kind, and hope and pray that it will somehow translate into some sales someday. They have no way to predict or establish a track record for the success or failure of any ad campaign.

What would it be worth to you to know that you could put out an ad on Monday, and know with reasonable certainty that you would be making money on that ad by Friday? And not just making money, but creating a predictable, constant flow of cash? This is exactly what direct response marketing allows you to do.

Sales letters

My system is very letter driven. This has several advantages:

- It automatically looks different than everyone else's.
- It's very personal. It looks like you wrote them a personal letter on your computer and sent it to them. People don't want to do business with a corporation; they want to do business with a real, live, flesh-and-blood human being. Think about your client who has to deal every day with faceless, non-caring corporations. Every day people call big companies on the phone and get dumped into automated menus where they hear *"press one to be on hold forever; press two to be accidentally disconnected; press three to speak with a robotic, disinterested, bored, unmotivated member of our staff who doesn't care about you; press four to hear this menu again."*
- Changes are easy. If you need to tweak your marketing message, no problem. If you need to create a campaign to take advantage of a local news item or event, it's easy to do. Full color brochures and ad campaigns can take months to roll out. I've gotten so good at it that I can have an idea on Monday and have the marketing piece in the mail by Wednesday or Thursday, and you'll learn to do the same.

The more you tell the more you sell

Most of the sales letters in this kit are several pages long. People tell me all the time, "no one will read a long sales letter." One time I had a printer set up a 2 page sales letter for me. She very tactfully said, "boy, that's an awful lot of words." Thankfully I knew enough about marketing to ignore her. That sales letter made me tens-of-thousands of dollars.

Most ad agencies and ad salesmen will tell you to use as few words as possible. They want you to buy the biggest ad you can possibly afford, use a lot of color, put your logo at the top, and leave a lot of empty space. These ads look extremely slick and professional...they just don't work very well.

Your sales letters are salesmanship in print

Can you imagine sitting face to face with a prospect who is interested in flooring, and limiting yourself to only 50 words? After you spoke 50 words, you could not say anything else. No matter if the prospect had questions, was ready to buy, or wanted more information. You had to stop at 50 words. INSANE. It makes no sense.

Yet dealers do this all the time with their marketing letters. They don't realize that these letters are their salesmen. They send out hundreds of printed "salesmen" and limit them to only a few words, a catchy logo, and a phone number.

I think the mistake comes because dealers try to use their marketing pieces to reach people who aren't interested in flooring. They think, "If I keep the ad short, the people who aren't interested will be able to read it quickly and not get bored. Then maybe they'll decide to call."

Whatever the reason, it's a mistake. You cannot reach people who have zero interest in flooring. So quit trying. You want to reach people who have some level of interest, and get them to buy from you instead of your competitors.

The more you tell, the more you sell

Someone who *is not* interested in flooring won't read 10 words about the subject. A person who *is* interested will read 10 pages. Put yourself in the place of the average flooring consumer. They know nothing about the subject. When they decide to begin looking for new floors, they have no idea which product to choose, which dealer is best, what to look for...they are clueless.

And they are craving information.

If you are the one to give them the information they need, and educate them on the benefits of your store, you will be light years ahead of your competition. They will gladly read as much information as you give them. Even if it's 6 pages with no pictures.

Unless...

...you are boring. If your letters are boring, no one will read them. So make sure your letters aren't boring. Give lots and lots of benefits to your prospects. Also, if you use the letters in this system, and learn the principles behind direct response marketing, you won't have to worry about being boring.

Secrets to writing copy that sells

Writing compelling, interesting copy is something that anybody can learn. It just takes practice and some study. The first thing to do is to carefully study the examples in this system. Each example is like a private lesson in copy writing. Next, start writing your own copy by using the pieces in this system as models.

Forget what your English teacher taught you!

Many people think they can never learn to write good copy because they are no good at English and grammar and punctuation. Well let me tell you, the best copy breaks all the rules of grammar. Some of my most profitable sales letters would give an English teacher a raging fit! So don't get hung up about punctuation and good grammar.

Write like you talk.

Write your letters just like you are talking to a prospect. After all, your letters are your salesmen. They are literally "talking" for you. So make them sound like you are talking face to face with a prospect. Use sentence fragments. Use one-word sentences. Seriously. Again, don't stress about grammar and punctuation.

Talk from the heart.

Pour your heart into your letters. If you really believe in your service (and you should), let your feelings out onto paper. One way to do this is to start with a rough draft.

When you write your rough draft, just let the words pour out. Don't worry about formatting, punctuation, spelling...nothing except getting the words onto paper. You can tidy it up later. Right now you are trying to capture pure emotion.

Just talk from the heart, keep it simple, and talk about the benefits to your clients. After you do this, go back and do your editing for your final product.

Create an attention grabbing headline.

Your headline is the most important part of the letter. It's the "ad for the ad." It's what creates the initial interest that gets people to stop and read your letter. You should spend about 80% of your time on the headline, and about 20% of your time on the body copy.

A good way to come up with a great headline is to sit in a quiet place for about 30 minutes and write every possible headline that comes into your mind. Don't worry about how weird or unusable some of them might seem. Just write them down. You should be able to come up with 20-30 headlines. Pick the best one. The 5 or 6 runner-up headlines become your sub-headlines throughout the letter.

Use attention grabbing sub-heads

The sub headlines keep the reader interested. They are "mini-ads" for the upcoming paragraph.

Also, some people will read every single word of your letter, and some will merely scan the letter. The sub heads give the scanners an idea of what you are offering. This is what Dan Kennedy calls the "double readership path." The detailed readers will read every single word and get your marketing story. The scanners will read the sub-heads and get a less detailed version of your marketing story. Two readership paths. This is very effective.

Get the reader to turn the page

You'll notice that most of the letters in this system end each page with an incomplete sentence or thought. This is done on purpose to get the reader to turn the page. Other devices can be used to accomplish this:

- Ask a question at the bottom of the page, then answer it on the next page.
- Create curiosity. End the page with a phrase like, "Turn the page to find out how to get a free gift worth \$45!"
- Have a message that says "Turn To Next Page" or "OVER."

Always use a postscript

Some readers will simply skip to the end of the letter. That's why the postscript or P.S. is so important. Use the P.S. to re-state your offer, deadline, and one or two key benefits. Sometimes I add my phone number. The idea is to sum up the most important points in the letter.

Don't be boring.

Remember that the only thing people care about is benefits to them. Every point and every feature of your letter should be framed in terms of benefits to the reader.

USP-Unique Selling Proposition

I'll explain what a unique selling proposition is by first telling you what it is not. It is not a *universal* selling proposition. A universal selling proposition is something that everyone in a certain business category has. Almost all doctors offer free consultations. That's a universal selling proposition. The same with free estimates from remodeling contractors.

A unique selling proposition, on the other hand, is something that is unique to your business. It's something that almost no one in your business category offers. It separates you from everyone else. Here are two powerful examples:

- When it absolutely, positively has to be there over night (Federal Express)
- Hot pizza in 30 minutes or less (Dominos Pizza)

Both of these companies built business empires on the strength of their respective USP's.

A good USP is not general, it's specific; it focuses like a laser beam on a specific, obvious benefit to the prospect. The benefit promised by Federal Express is clear and unambiguous. The same with Dominos.

You can have many USP's for many different sales situations. The main thing to remember is that a good USP is not general, it's very, very specific. The clearer you can make the benefit, the better.

Guarantee as a USP

People are skeptical. And for good reason. At one time or another almost everyone has been ripped off, cheated, or been disappointed by inferior quality. A guarantee will go a long way towards soothing your prospect's fears about using your services.

Before we get into the specifics of the guarantees used in this system, I have to mention something I see most store owners do that is very unwise. Most dealers who offer guarantees don't aggressively promote it in their marketing because they are afraid people will take advantage of them. This is really not smart. Think about it. You now have the liability of a guarantee, but you get none of the marketing benefits from telling people about it.

Shout your guarantees and warranties from the mountaintops, let everyone know, put it in all your marketing material. People will think, "Wow, if this guy is so sure about his store that he keeps offering these guarantees, it must be pretty good!"

Powerful guarantees and warranties will go a long way in establishing solid credibility with skeptical clients, and towards easing their fears.

No Regrets Guarantee

Here is one of the guarantees used in this System, along with sales copy explaining how it works to the prospect:

**You are protected by my "No Regrets Guarantee™"
You'll love your new floors or I'll replace them...FREE!**

Here's how the "No Regrets Guarantee" works: if at any time during the first 30 days after installation you decide you don't like your new flooring for whatever reason, just let me know. I'll replace the materials free of charge. (With an outrageously good guarantee like this, I can't include the cost of installation, so you'll have to cover that.)

I offer this amazing guarantee because you're going to have your new floor for a long, long time, and I don't want you to have to live with a choice you'll regret. I want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, I'll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

If you walked into any other flooring store and asked them for a guarantee like this, they will probably laugh and tell you "no way!" So how can I offer such a powerful guarantee? I couldn't unless I was absolutely confident in the quality of my products and service. I am confident, and you will be, too...I guarantee it!

You might already have a guarantee like this in place, and you're going to learn how to leverage it to your extreme advantage over your competitors.

Or, you might be saying, "Are you crazy? It scares the daylights out of me! How can I afford a guarantee like this?" If that describes you, let me share with you why you should not be afraid of this guarantee:

First, there are already many stores that already offer guarantees like this, and they're doing just fine. You just don't hear about it because they don't promote it correctly. One of the stores I consult with is a member of a co-op, and they offer this guarantee. For the first five years they had this guarantee in place they self-insured it; meaning if a client wanted the flooring replaced the store covered the cost, minus the installation. The decision to implement this guarantee did not hurt them financially; the occasional cost incurred to replace a floor was more than made up for in additional sales made, and higher prices commanded, because of the guarantee.

Second, imagine the emotional state of a client who invests to have brand new flooring, and once it's installed realizes she hates it. Now every day for the next 5-10 years she is going to look at that floor and have negative thoughts about your store. Even though she knows it's not your fault, the negative thoughts are there. And every time she has guests over and ask her where she got the floor, she is going to mention your store, but in the same breath tell them how disappointed she is in the flooring. Now you have more people thinking negative thoughts about your store. Every time someone walks into that house, that expensive, new floor is will be a gigantic advertisement of negativity towards your business. How many additional sales do you think you will lose over the next 5-10 years because of that one unhappy client?

Now imagine if you gave her the option to replace it. She will now become the most rabid, raving cheerleader for your store. Now every time someone walks into her house they will get the story about how your store is so fantastic that you replaced her floors free.

Third, people feel extremely guilty, and hence extremely reluctant to take advantage of the guarantee. Every time my consulting client got a call, the customer felt so bad that he knew the person had to be absolutely unhappy with the flooring to endure the guilt.

Third, it's such an extreme hassle to have the flooring done a second time that very few people will opt to do it. They have to really, truly dislike the floor to endure the hassle.

Fourth, there is some expense involved because they have to pay for the installation. This will further discourage all but the most seriously unhappy clients.

Fifth, will you get taken advantage of occasionally by someone wanting to rip you off? Yes. But don't let that teeny, tiny, almost-imperceptible minority keep you from doing it. Most people are basically honest, and just like you and me, they don't want to live with the agony of the wrong decision.

Sixth, it will help enable you to command higher prices.

Seventh, a guarantee like this will absolutely eliminate some of the biggest fears of your clients. It has a gigantic "WOW" factor. People will not be able to help talking about your store.

Eighth, it will scare the daylights out of your competitors.

I know of business owners who have a guarantee but don't like to mention it in any of their marketing. They are afraid that this will increase the likelihood of getting ripped off. This is not smart thinking. Why? Because now you have the liability of a

guarantee, but none of the marketing benefits. Tell everyone about your guarantee! Mention it in all your ads and letters.

If this guarantee makes you nervous, try it for 3-6 months and see for yourself. You can always stop offering it if you want to.

How to help cover the cost of the guarantee:

- The materials can be re-sold at a discount
- Develop a relationship with several property management companies and apartment complexes. Let them know about your guarantee and that occasionally you'll have flooring available for them at a deep discount. When a batch of flooring becomes available, send them all a fax and/or email letting them know.
- If you build a profit margin into your installations (and you should!), you'll recoup some costs.

This guarantee is another powerful tool that will enable you to charge prices higher than your competitors. You will make far more in profits than you will lose with the occasional replacement.

Lifetime Installation Warranty

This is another guarantee that will give your clients great peace of mind and allow you to sell at prices higher than your competition. Most stores have some kind of installation warranty. Again, the big problem is most store owners are afraid to promote it. As an Inner Circle Coaching Club Member, YOU are a marketing maverick, marching confidently into places your competitors fear to tread!

Here is the warranty, along with sales copy explaining it to your clients:

Lifetime Installation Warranty

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or "manufactured" in your home. This makes the installation critical. I offer a lifetime installation warranty at **YOUR STORE**. You NEVER have to worry about something going wrong with the installation. If it does, I'll fix it FREE! And I'll do it quickly.

Installer Professionalism Guarantee

This guarantee gives your clients peace of mind about having the installers in their home.

YOUR STORE installers are neat, clean, well-groomed, well-spoken and professional. They are trained and

certified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall and corner guards, and shoe covers and drop cloths. You'll receive the highest-quality installation in the business. And after they're finished, they will leave your home as neat and clean as when they arrived!

Other guarantees/warranties

Every product line has its own version of a stain/wear warranty, each with different terms and time frames. When promoting a particular product line, don't be squeamish about the warranties. Model the examples above and promote the heck out of it them.

2nd Module—Connect campaign

(After)

I want to tell you about a “secret” lead list of hot prospects that...

- ✦ Are not available on any commercially available list anywhere
- ✦ Are 5 times more likely to respond to your marketing than people on ANY other list
- ✦ Will NOT treat you with suspicion, but instead as a trusted resource
- ✦ Are twice as likely to send you referrals
- ✦ Are predisposed to do business with you versus ALL your competitors
- ✦ Will love to give you written testimonials
- ✦ Are extremely likely to do repeat business with you

This list can make you rich!

Best of all...

You Can Get It FREE!

What could this list possibly be....???

....Your sphere of influence! (Especially your past clients.)

Now, you might be saying, “C’mon Jim, everyone knows that people in your sphere of influence make the best clients.”

As I mentioned earlier in this program, considering the fact that almost all flooring dealers completely ignore their past clients—and the rest of their sphere of influence—I’m not sure everyone *does* know this. Or if they actually do know it they don’t do anything about it, so the results are the same: past clients who get neglected.

One of the most expensive investments you will ever make is gaining a new client through cold advertising. Yet after spending time, energy and money to gain a new client, does it make sense to ignore them? Absolutely not! Yet that is what most dealers do. They slug it out in the marketplace with all the sleazy, bait-and-switch dealers and big box stores to chase down a new client, all the while completely ignoring the only people on the planet who have proven they will do business with them. It’s insane! They allow these 24-carat, solid-gold relationships to rust away. It’s time to stop the madness, and you’re going to learn how.

People who know you, like you, and trust you

Your past clients are part of a larger group that are predisposed to do business with you: **your sphere of influence**. The best definition of sphere of influence is people who know you, like you, and trust you.

Purchasing flooring is a daunting task. Couple that with the fact that almost everyone has either experienced a flooring nightmare, or knows someone who has, people are looking for a dealer they can trust. That’s one reason your sphere of influence is such a powerful resource.

It also means that it’s not necessary that you have an intimate personal relationship with someone in order to include them in your sphere. The checkout guy at your grocery store whom you know on a first-name basis and chat with occasionally qualifies as a member of your sphere of influence. That’s enough of a connection for that person to include your store for consideration when he’s ready to buy floors; in other words, to give you a shot at gaining his business. (And brother, let me tell you! Once you learn the tricks and strategies in my system, that *one* shot is all you’ll need to turn that person into a raving, loyal client, and lock them in an iron-cage away from your competitors forever!)

Later on I give you 50 sphere of influence categories. The most obvious—and the most powerful—are you past clients. But you should be able to come up with an additional 100-200 other people who, while not past clients, would be predisposed to do

business with you. Sit down with your spouse and brainstorm. You'll be surprised at how many names you come up with.

50 sphere of influence categories

1. Past clients
2. Past prospects
3. New prospects
4. Prior co-workers
5. Friends
6. Family
7. Acquaintances
8. Club members
9. Family doctor
10. Yard care
11. Insurance rep
12. Pest control
13. Dentist
14. Pet shop
15. Picture framing
16. Veterinarian
17. Nursery
18. Teachers
19. Health club
20. Grocer
21. Hair dresser
22. Barber
23. Nail care
24. Auto mechanic
25. Carpet cleaner
26. Heating and A/C
27. Auto dealer
28. Pet grooming
29. Massage therapist
30. Dry cleaner
31. Pharmacist
32. Public storage
33. Weight control assoc.
34. Caterer
35. CPA
36. Financial Planner
37. Family attorney
38. Plumber
39. Landscaper
40. Window washer
41. Banker
42. Computer tech
43. Chiropractor
44. Contractor

- 45. Interior decorator
- 46. Handyman
- 47. Skin care/cosmetics
- 48. Pool maintenance
- 49. Travel agent
- 50. Blind cleaning

How to multiply your sphere of influence by 100

- ✦ **If you have 200 people on your list, there's a chance that only a few of them need flooring right now.**
- ✦ **Each of those 200 people has a sphere of influence of AT LEAST 100 others. That's 20,000 people!!**
- ✦ **It's a virtual certainty that several dozen of those 20,000 people need flooring.**
- ✦ **By using your marketing to ask for referrals, you tap into a gigantic list of people you would otherwise have NO ACCESS TO.**

The Connect Campaign accomplishes three important things:

- 1. Reconnects you to your sphere of influence**
- 2. Builds value in their minds about your business**
- 3. Farms them for referrals from THEIR sphere of influence, thus multiplying your sphere of influence by 100.**

When you read the letters in the Connect Campaign, you'll see how this is accomplished.

Using message, market and media in your connect campaign

Just to review: remember that message, market and media are the three elements in any marketing campaign. They are like the legs on a three-legged stool: if you're missing any one of them, the whole thing collapses. *Message* is what you're saying, *market* is who you're saying it to, and *media* is how you deliver the message.

- **Market:** your sphere of influence.
- **Message:** what you say to your sphere of influence to re-establish the relationship and generate some immediate business. You'll see the entire message laid out in the sales letters later one.
- **Media:** How the message is delivered. For the connect campaign you are going to use direct mail to deliver your message.

How to get your direct mail letters opened

- ✦ Americans sort their mail over a trash can.
- ✦ The “A” pile gets opened (personal letters, bills, IRS.)
- ✦ The “B” pile goes into the trash (junk mail, solicitations, etc.)

Your **FIRST** job in direct-mail marketing is to...

GET YOUR LETTERS OPENED!

Why? Because if your letter gets thrown in the trash unopened, you aren't even in the game. Nothing happens. Nada. Zero. Zip. Game over.

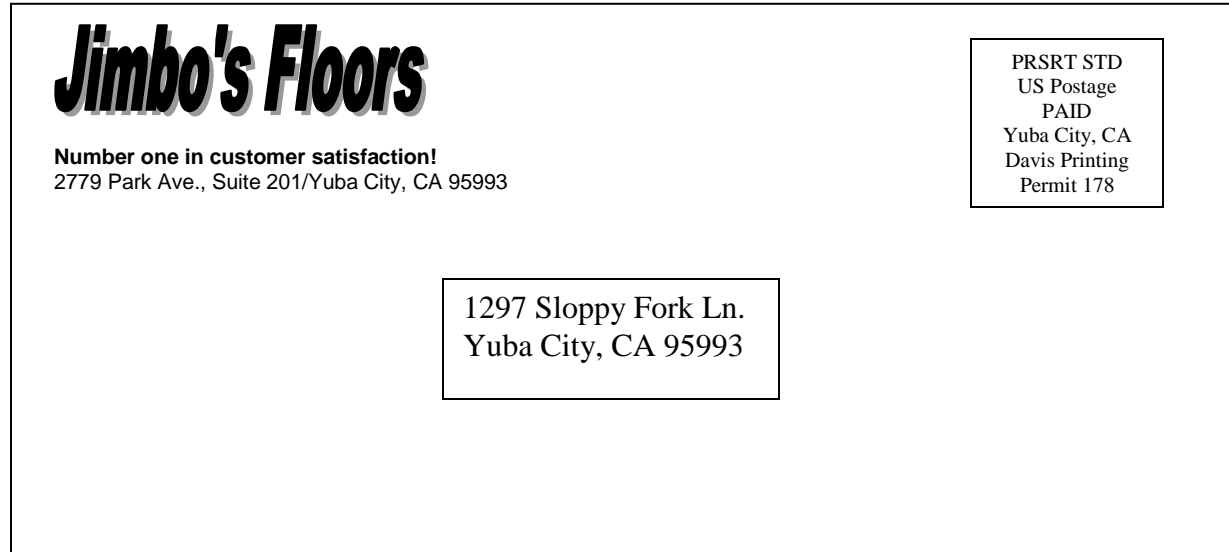
A “Life or Death” direct-mail drama

Jim finds himself tied to a chair in a room with an eccentric, homicidal maniac. The maniac holds a gun to Jim's head and utters the following statement:

“You have one chance to live. You must mail one letter—and one letter only—to a complete stranger. If the stranger opens your letter, you live. If he tosses the letter, you die.”

How Is Jim Going To **MAKE SURE** That Letter Gets Opened??

I have a couple of options.



Option #1: Bulk Mailer

My first option is the typical bulk mailer. Let's analyze this piece:

1. It has my business name and logo on the return address. Sharp logo, very professional. I'm super proud of my logo. I spent countless hours and hundreds of dollars working with a graphic artist to get it *just right*. It was a labor of love. (And just between us, my ego is wrapped up in my logo, too. It makes me feel kind of important to see it plastered everywhere.) The only problem is that this letter is going out to a complete stranger. They don't know me or my business, so they couldn't care less about my logo or my business name. In this case my logo and business name do nothing but broadcast "junk mail" into the recipient's mind. If my life is on the line, I'm probably going to set my ego aside and not send ANYTHING with my logo on it.

Also notice my meaningless slogan: "number one in customer satisfaction." This slogan is pure drivel and gives the recipient absolutely ZERO compelling reason to open this letter. That slogan alone will probably mean I'm a dead man.

2. A computer-generated label. Labels are fast, convenient and cheap! Boy, I'll save a lot of time and money by using a label. But then I remember I've got a gun against my head. I decide I don't care about cheap. The only thing I care about is getting that one letter opened so I'll survive!! In this case the label doesn't even have a name, just an address. Obviously this letter is not from someone the recipient knows or cares about. This also says, "junk mail." If I send my one letter out and use a label, my odds of survival have just dropped dramatically. I think I'll skip using the label this time.

3. A bulk-rate insignia. Bulk-rate is waaaaaay cheaper than a first-class stamp. I'm going to save a lot of money if I send my letter using bulk-rate! Oh, wait. I've got a gun to my head. I guess I don't care about cheap as much as I care about not getting killed! Bulk-rate insignias absolutely scream...

...Junk Mail!!!

If I use bulk-rate to send my letter, I'm almost definitely going to die.

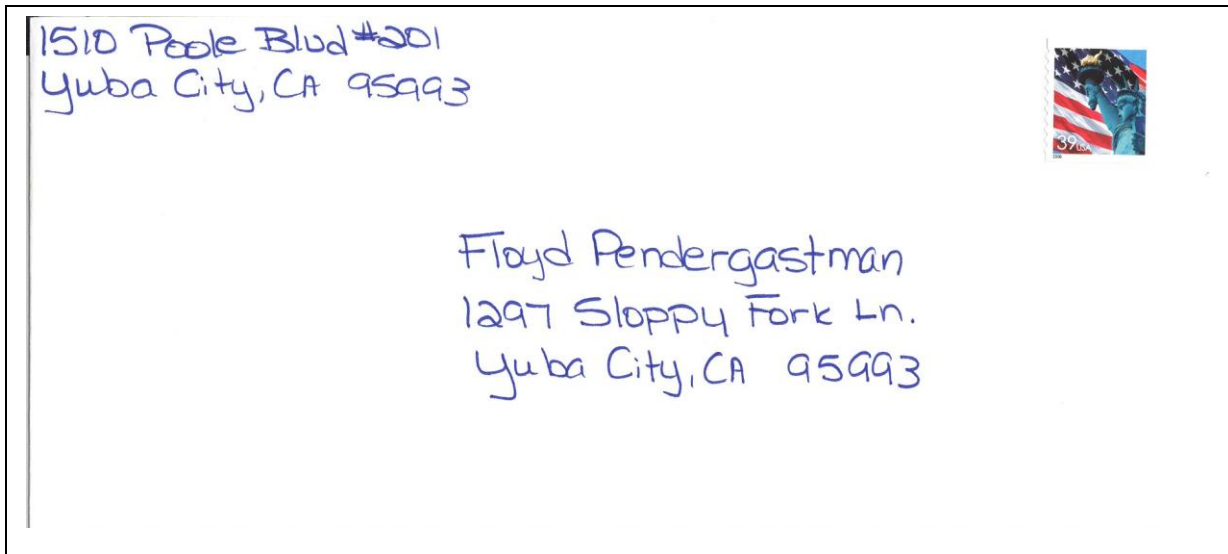
Overall, this letter has the look and feel of impersonal, corporate junk mail. If I send this letter out, odds are very, very good it's going to get thrown away unopened, and I'm going to die.

I've got a wife and two kids, and they're really counting on me not to get killed. So, what's my other option???

(Turn the page to see Jim's secret direct-mail survival weapon.)



Option #2: The Stealth Mailer



My second option is the stealth mailer. You'll notice right off the bat that this envelope looks nothing like a letter you'd get from a business. In fact, it looks just like a letter Floyd Pendergastman might get from his Aunt Sally or Cousin Herb. Let's analyze this piece:

1. Business name and logo. There isn't one! Nowhere on this piece is there any indication that it's from a business. The return address doesn't mention any business name. (Also, if the mailer is one ounce or less, you don't have to include a return address. I oftentimes skip adding a return address if possible, unless I'm trying to clean my database list and I want to get the letter returned to me if the person has moved.) Yeah, my ego's going to be a little bruised from not seeing my logo, but that's okay. Better to be alive with a bruised ego than dead.
2. Hand-written address with blue ink. No labels here, no sir! Not with my life on the line! The hand-written address (in blue ink—always use blue ink!) indicates to Floyd that he's getting a letter from a real, live, flesh-and-blood human being. My odds of surviving are going way up.
3. Live, first-class postage stamp. Nobody sends a personal letter using a bulk rate indicia, or even bulk-rate stamps. Everyone uses live, first-class stamps for their personal letters. This is further indication to Floyd that he's getting a letter from a living, breathing, human being that's sending him personal correspondence. I'm beginning to think I might make it out of this alive!

When Floyd gets this piece in the mail, he is going to see what appears to be a personal letter from someone he knows. The odds are extremely low that Floyd is going to throw this letter away without opening it. Would you throw it away unopened?

Put yourself in my shoes: you've got a gun held to YOUR head. Which letter are YOU going to send out?

The bulk mailer? Only if you have a death wish. No, you're going to send out the stealth mailer.

Now, we all know that you're physical life is not on the line when you send out a marketing piece. But your business life is. The "life" of your marketing campaign is. Are you going to risk the "life" of your marketing campaigns by sending out bulk mailers? I hope not.

Let me make something very clear: there is a time and a place for business names and logos in your marketing. One of those times is after you have re-connected with your sphere of influence and they have become accustomed to receiving fun, value-added communication from you. Then it's okay.

But for the Connect Campaign, send out everything as a stealth mailer.

Think Ink is a mail house that specializes in stealth mailers. Email them your mailing list and they will hand-address the envelopes and affix a first-class stamp. They will either ship the empty envelopes back to you for stuffing, or they can handle the printing and stuffing for you. They also provide other "stealthy" strategies. Go to ThinkInkMarketing.com.

You can also hire someone locally to hand-write your addresses. Stay-at-home moms looking for a little extra income, an employee who would like to earn extra money on the side, your kids (as long as their handwriting is legible!), etc. Don't get bogged down trying to manage this, though. You've got waaaaaaaay more important things to do that try to save a few pennies handling this yourself. Let Think Ink handle it for you if it becomes a time vampire.

Sequential mailings

Have you ever been late paying a bill, or known someone who was late? First you receive a letter from the company politely asking you to give them money to pay off your bill. Then a week or two later you receive a letter marked “2nd Notice” that refers to the 1st notice and has a more strongly worded message to please give them money. A week or two later you receive a letter marked “3rd Notice” that refers to the previous two letters and has an even more strongly worded message to please give them money. Now. Or dire consequences will result.

Let’s think about this. Collection companies have been using this technique successfully for decades to pry money out of the hands of people who don’t have any money, who hate them, and who will receive nothing in return once payment is made. If a collection company can get money from people under these extremely adverse conditions, why can’t a business owner use the same technique on people who DON’T hate them, who HAVE money to spend, and will RECIEVE something they want in exchange for their money?

That’s where the sequential mailings come in. I have made hundreds of thousands of dollars using this technique and I make use of it throughout this system.

Here’s how a 3-letter sequence works: send out the first letter featuring an offer with a deadline 30-45 days in the future. Two weeks later, send the second letter which repeats the offer and the deadline. Two weeks later, send the third letter which again repeats the offer and the deadline. Each letter has an escalating sense of urgency about it. In between letters you can also send postcards to further heighten the sense of urgency in your prospect.

Another reason sequential mailings are so powerful is because most of your prospects are leading busy, hectic lives. Example: Ron & Mary Jones have three kids ranging from 5th to 10th grade who are all involved in sports, music, martial arts, etc. Ron commutes to work and is gone 50+ hours per week, and Mary volunteers at her church and at the local Red Cross. Ron and Mary are busy and frazzled. She gets your first letter and thinks, “Hey, this sounds really good. And Ron and I have been talking about getting new carpet soon.” So she sets your letter aside intending to get to it later. Then she gets a call from the Red Cross and they need some last minute help on a project. At the same time, the teacher for her 5th grader calls and wants to meet to discuss homework that’s not being completed. The letter gets forgotten and as the days pass it gets buried under other paperwork that Mary intends to “get to.” But a week or two later Mary gets another letter from you, referencing the first letter, and restating the offer and deadline. And a week or two after that she gets a third letter.

If you sent her only one letter—like most businesses do—there’s a good chance that you’d lose this sale. However, by sending sequential mailings you have cut through the clutter of Mary’s busy life, reminded her of your message, and heightened the sense of urgency.

The connect letters

On the next pages are the letters in the Connect Campaign. Read through them carefully and you'll see how the different marketing concepts we've been discussing are implemented.

The offer

The offer is for every 4th room free. This is for materials only, not labor. Measure all the rooms the client wants done, from largest to smallest. Remove the materials cost from every 4th room. I took whole-house measurements of 10 houses and this averaged a 12.7% discount. I also figured for every 3rd room free, which averaged a 24.75% discount.

Pull the files for your last ten jobs and you'll get an idea of what your percentages will come to. You might opt to be even more aggressive and offer every 3rd room free, depending upon what kind of percentage off you want to offer.

“Every 4th room free” is a much more compelling offer than “12% off.” And “Every 3rd room free” is far more compelling than “24% off.”

This is for 4 rooms of the same kind of flooring. If you try to mix-and-match, it becomes too complicated. For someone who calls about the offer, but wants to mix up the kinds of floors, offer a flat 12% (or so) off on the materials as long as the client has at least 4 rooms done. Decide ahead of time what the flat discount will be for this kind of client.

The whole point is that offering every 3rd or 4th room free is a very compelling offer. It's unusual. And it will get people to call or visit your store. Once they begin the purchasing process, you'll have ample opportunity to up-sell them on other items like area rugs, additional areas they hadn't thought of, window coverings, etc.

Testimonials

You'll notice in the letters that I mention testimonials. Before you send these out you'll need to call a dozen or so of your best clients and ask them for a testimonial. Explain that you are trying to grow your business and you could really use their help. Most will be extremely flattered that you asked. When asking for testimonials, DON'T depend on them to send you one. Get it from them while you have them on the phone, otherwise a lot of them will procrastinate.

Script for getting “instant” testimonials:

Owner: "Hi Mary, this is Jim Armstrong with Jimbo's Floors. I'm not calling about flooring today, but I have a question to ask you. Is now a good time to talk for a minute or two?"

Client: "Sure!"

Owner: "I'm looking for ways to expand my business and I could really use your help with something, but only if you're absolutely comfortable with it."

Client: "Okay. What do you need?"

Owner: "After we installed new laminate in your kitchen and living room, you were very complimentary about how the floors turned out and about the service you received.

Would you be willing to provide a testimonial that we could use in some of our marketing? I just know that a testimonial from you would help people feel good about working with my store."

Client: "Oh, I'd love to! You and your staff did a great job!"

Owner: "Great! Thank you! I'll tell you what, to make this really convenient for you, let's brain storm for a minute and I'll write down what you want to say. What was one or two things that you liked about your experience working with us?"

The client will then proceed to tell you everything she loved about working with you. Take notes, and when she's done, read them back to her. Once you're both okay with it, you've got your testimonial. Include the clients name, occupation, and town at the end of the testimonial.

Sample

"I've had a couple of bad experiences with flooring stores in the past, so I was a little nervous about the process. A friend of mine referred me to Jim Armstrong the owner of Jimbo's Floors. The experience was truly wonderful! The staff greeted me when I came in, and the salesperson was very helpful and not the least bit pushy. I really felt like they had my best interest in mind. Now the whole inside of my house looks like a brand new home! I love my new floors! Thanks, Jim!"

-Mary McBride, Registered Nurse, Yuba City



Something great is happening in my life, and I want to share it with you.

Your Name
Owner, **Your Store**

Dear **Client Name**,

I want to share with you some exciting news that is going on in my business. **Your Store** is going through some major changes...changes that will benefit you, my client.

I'm Sorry

Before I fill you in on what's happening, I want to apologize for not doing a better job staying in contact with you. Our relationship is important to me. So I hope you'll forgive me for not keeping in closer contact with you.

What's Happening?

My goal is to build a floor covering service where 100% of my business is created by referrals. To make this happen, I am committed to serving all my clients above and beyond their expectations.

Unlike typical floor covering "salesperson" who spends 80% of their time "hustling," to get new business from the general public, I dedicate 100% of my time and energy to my present clients and to those that have been referred to me. I'd rather be working with you and with your family and friends that you refer to me!

I'm On A Mission To Turn Floor Installation Nightmares Into A "Dream Come True" For My Clients

I'm very excited about helping clients with one of the biggest home-improvement decisions they will ever make: choosing new floor covering. I've taken steps to make this a fun and exciting experience for you and the people you refer to me...rather than the nightmare you hear about so often!

To turn that nightmare into a dream come true, I'll be running my store differently than most flooring retailers. We have implemented a "World Class Service" philosophy that helps us make the right decisions when helping our clients. It goes like this...

- **From the client's point of view, have we treated him/her with complete respect?**
- **From the client's point of view, have we surpassed his/her expectations? (cont.)**
- **From **Your Store**'s point of view, is it in our best long-term financial interest?**

When I and my team answer "yes" to all three questions, we know we will earn our clients respect, their trust, and their referrals. And YOU'LL know we'll be floor covering advisors that you can

count on to provide advice that's in your best interest.

I want to be your Floor Covering Advisor For Life, and I will bend over backwards to earn your trust and the referrals of your friends, relatives and co-workers. With that in mind, here are...

4 Powerful Reasons To Use **Your Store And Refer Your Friends And Relatives!**

#1. You are protected by my “No Regrets Guarantee” *You'll love your new floors or I'll replace them...FREE!*

Here's how the “No Regrets Guarantee” works: if at any time during the first 30 days after installation you decide you don't like your new flooring for whatever reason, just let me know. I'll replace the materials free of charge. (With an outrageously good guarantee like this, I can't include the cost of installation, so you'll have to cover that.)

I offer this amazing guarantee because you're going to have your new floor for a long, long time, and I don't want you to have to live with a choice you'll regret. I want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, I'll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

If you walked into any other flooring store and asked them for a guarantee like this, they will probably laugh and tell you “no way!” So how can I offer such a powerful guarantee? I couldn't unless I was absolutely confident in the quality of my products and service. I am confident, and you will be, too...I guarantee it!

#2. I Make The Entire Process Fun, Easy and “Headache” Free!

I specialize in knocking the socks off my clients with the most elegant, gorgeous, beautiful flooring they have ever had, **AND** making the entire process fun and “Headache Free”! Here's what you'll enjoy during my World Class Installation System:

Free Design Audit—This is a diagnostic tool that allows my expert floor consultants help you choose the right floor for your decorating taste and lifestyle. They'll walk you through a series of questions that will help narrow down the thousands of options to the two or three that exactly match your unique situation. They'll also give you a written, customized “maintenance” plan with their professional recommendations for getting the longest life and beauty out of your floor.

You're kept updated throughout the process—From the time you select the product until after it's installed, you will be contacted no fewer than six times by phone and by mail. You'll never have to wonder what's happening with your flooring.

Installer professionalism guarantee—**Your Store** installers are neat, clean, well-groomed, well-spoken and professional. They are trained and certified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall and corner guards, shoe covers and drop cloths. You'll receive the highest-quality installation in the business. And after they're finished, they will leave your home as neat and clean as when they arrived!

#3 Lifetime Installation Warranty

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or “manufactured” in your home. This makes the installation critical. I offer a lifetime installation warranty at **Your Store**. You NEVER have to worry about something going wrong with the installation. If it does, I’ll fix it FREE! And I’ll do it quickly.

#4 Get Every 4th Room Of Flooring FREE! *This is my “Get Back In Touch” offer for previous clients ONLY!*

Because I value our relationship, I want to give you a special offer to help us “get back in touch.” I am NOT making this offer to the general public. This is only for my good friends and previous clients. Bring this letter to my store by **August 31st** and we’ll give you the whole house special. Here’s how it works:

Bring this letter to **Your Store by **August 31st**. Once you select the product you want, get flooring for any 4 rooms and get the materials for the smallest one FREE! (You only pay the installation!) Use on as many rooms as you like.**

Also...any friend of yours is a friend of mine. You can pass this letter along to a friend or relative who needs new flooring, too. I’ll extend this same offer to them. You will be doing them a gigantic favor by referring them to a company they can trust. **PLUS...** you’ll be rewarded for your referrals! See the pink insert for the inside scoop on my Referral Rewards program!

\$0 Down, 0% Interest & 0 Payments For Up To One Full Year!!

Why wait for those beautiful new floors you’ve been dreaming about? You can get the flooring of your dreams...and make ZERO PAYMENTS FOR UP TO 12 MONTHS! I make it easy to experience gorgeous new floors **right now**.

What to do right now—Bring this letter to **Your Store** by **August 31st** and take advantage of my special offer, and all the other powerful benefits you will enjoy as my personal client. I’m looking forward to helping you beautify your home with the flooring of your dreams! (You can also call me at **123-456-7890** and speak to me directly.)

Sincerely,

Your Name

Owner, **Your Store**

P.S. Take advantage of my “Get Back In Touch” offer—bring this letter to my store by **August 31st and get every 4th room of flooring FREE! (You can also call me at **123-456-7890** and speak to me directly.)**

P.P.S. Who is the next person you know who could benefit from my special offer, and the powerful guarantees and services that I’ve described? Can I count on you to pass this letter along to them? You will be doing them a gigantic favor by referring them to a flooring company they can trust! Plus you will be rewarded for your referrals! See the pink insert for the details on my Referral Rewards program!

P.P.P.S Check out the enclosed testimonials to see what real, live clients are saying about **Your Store.**



Your Name
Owner, Your Store

2nd Notice

**Take Advantage of My “Get Back In Touch” Offer For Previous Clients ONLY!
Get Every 4th Room Of
Flooring FREE!**

***AND...Pay \$0 Down, \$0 Interest, and
0 Payments For 12 Months!***

Dear Client Name,

As I said in my last letter, I truly value our relationship, so I want to give you a special offer to help us “get back in touch.” I am NOT making this offer to the general public. This is only for my good friends and previous clients.

Here’s How To Get Every 4th Room FREE!

Bring this letter To **YOUR STORE** by **August 31st**. Once you select the product you want, get flooring for any 4 rooms and get the materials for the smallest one FREE! (You only pay the installation!) Use on as many rooms as you like.

Also...any friend of yours is a friend of mine. You can pass this letter along to a friend or relative who needs flooring, too. I’ll extend this same offer to them. You will be doing them a gigantic favor by referring them to a company they can trust. **PLUS...** you’ll be rewarded for your referrals! See the pink insert for the inside scoop on my Referral Rewards program!

**You Are Protected By My 100% Iron-Clad, Bullet-Proof “No Regrets Guarantee”:
*You’ll love your new floors or I’ll replace them ...FREE!***

A big concern when investing in new flooring is accidentally getting a color or style you don’t like, and having to live with a decision you’ll regret. I’ve TOTALLY eliminated that concern for my clients.

If at any time during the first 30 days after installation you decide you don’t like your new flooring for whatever reason, just let me know. I’ll replace the materials free of charge. (With an outrageously good guarantee like this, I can’t include the cost of installation, so you’ll have to cover that.)

(To help insure that you DO choose the right style and color the first time, we give our clients a free “Design Audit™.” I’ll tell you about that in a minute.)

I offer this amazing guarantee because you’re going to have your new floor for a long, long time, and I don’t want you to have to live with a choice you’ll regret. I want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, I’ll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

If you walked into any other flooring store and asked them for a guarantee like this, they will probably laugh and tell you “no way!” So how can I offer such a powerful guarantee? I couldn’t unless I was absolutely confident in the quality of my products and service. I am confident, and you will be, too...I guarantee it!

You’ll Enjoy My Fun, Stress-Free, World Class Installation System!

I specialize in knocking the socks off my clients with the most elegant, gorgeous, beautiful flooring they have ever had, **AND** making the entire process fun and “Headache Free”! Here’s what you’ll enjoy during my World Class Installation System:

Free Design Audit™—This is a diagnostic tool that allows my expert floor consultants help you choose the right floor for your decorating taste and lifestyle. They’ll walk you through a series of questions that will help narrow down the thousands of options to the two or three that exactly match your unique situation. They’ll also give you a written, customized “maintenance” plan with their professional recommendations for getting the longest life and beauty out of your floor.

You’re kept updated throughout the process—From the time you select the product until after it’s installed, you will be contacted no fewer than six times by phone and by mail. You’ll never have to wonder what’s happening with your flooring.

Installer professionalism guarantee—**Your Store** installers are neat, clean, well-groomed, well-spoken and professional. They are trained and certified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall and corner guards, shoe covers and drop cloths. You’ll receive the highest-quality installation in the business. And after they’re finished, they will leave your home as neat and clean as when they arrived!

Get A FREE Lifetime Installation Warranty

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or “manufactured” in your home. This makes the installation critical. I offer a lifetime installation warranty at **Your Store**. You NEVER have to worry about something going wrong with the installation. If it does, I’ll fix it FREE! And I’ll do it quickly.

What to do right now—Bring this letter to **Your Store** by **August 31st** and get every 4th room of flooring FREE! Plus take advantage of all the other powerful benefits you will enjoy as my personal client. I’m looking forward to helping you beautify your home with the flooring of your dreams! (You can also call me at **123-456-7890** and speak to me directly.)

Sincerely,

Your Name

Owner, **Your Store**

P.S. Take advantage of my “Get Back In Touch” offer—bring this letter to my store by **August 31st** and get every 4th room of flooring FREE! But I can only extend my offer until then. If you come by afterward, you’ll be too late.

P.P.S. Who is the next person you know who could benefit from my special offer, and the powerful guarantees and services that I’ve described? Can I count on you to pass this letter along to them? You will be doing them a gigantic favor by referring them to a flooring company they can trust! Plus you’ll be rewarded for your referrals. See the pink insert for details about my Referral Rewards program!

P.P.P.S. Pay \$0 down, \$0 interest, and make 0 payments for 12 months!

P.P.P.P.S. Check out the enclosed testimonials to see what real, live clients are saying about **Your Store**.



Your Name
Owner, Your Store

Final Notice
**I Still Want To Give You
Every 4th Room Of
Flooring FREE!
But time is running out...**

Dear Client Name,

As I've said in my last 2 letters, I truly value our relationship, and I really do want to give you something special to help us "get back in touch." So in hopes that I might still hear from you...

Here's How To Get Every 4th Room Of Flooring FREE!

Bring this letter to Your Store by August 31st. Once you select the product you want, get flooring for any 4 rooms and get the materials for the smallest one FREE! (You only pay the installation!) Use on as many rooms as you like.

Also...any friend of yours is a friend of mine. You can pass this letter along to a friend or relative who needs new flooring, too. I'll extend this same offer to them. You will be doing them a gigantic favor by referring them to a company they can trust. PLUS... you'll be rewarded for your referrals! See the pink insert for the inside scoop on my Referral Rewards program!

\$0 Down, 0% Interest & 0 Payments For Up To One Full Year!!

Why wait for those beautiful new floors you've been dreaming about? You can get the flooring of your dreams...and make ZERO PAYMENTS FOR UP TO 12 MONTHS! I make it easy to experience gorgeous new floors right now.

**You Are Protected By My 100% Iron-Clad, Bullet-Proof "No Regrets Guarantee":
*You'll love your new floors or I'll replace them ...FREE!***

A big concern when investing in new flooring is accidentally getting a color or style you don't like, and having to live with a decision you'll regret. I've TOTALLY eliminated that concern for my clients.

If at any time during the first 30 days after installation you decide you don't like your new flooring for whatever reason, just let me know. I'll replace the materials free of charge. (With an outrageously good guarantee like this, I can't include the cost of installation, so you'll have to cover that.)

(To help insure that you DO choose the right style and color the first time, we give our clients a free "Design Audit™." I'll tell you about that in a minute.)

I offer this amazing guarantee because you're going to have your new floor for a long, long time, and I don't want you to have to live with a choice you'll regret. I want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, I'll replace it one time free of charge with another style of equal

or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

If you walked into any other flooring store and asked them for a guarantee like this, they will probably laugh and tell you “no way!” So how can I offer such a powerful guarantee? I couldn’t unless I was absolutely confident in the quality of my products and service. I am confident, and you will be, too...I guarantee it!

You’ll Enjoy My Fun, Stress-Free, World Class Installation System!

I specialize in knocking the socks off my clients with the most elegant, gorgeous, beautiful flooring they have ever had, **AND** making the entire process fun and “Headache Free”! Here’s what you’ll enjoy during my World Class Installation System:

Free Design Audit™—This is a diagnostic tool that allows my expert floor consultants help you choose the right floor for your decorating taste and lifestyle. They’ll walk you through a series of questions that will help narrow down the thousands of options to the two or three that exactly match your unique situation. They’ll also give you a written, customized “maintenance” plan with their professional recommendations for getting the longest life and beauty out of your floor.

You’re kept updated throughout the process—From the time you select the product until after it’s installed, you will be contacted no fewer than six times by phone and by mail. You’ll never have to wonder what’s happening with your flooring.

Installer professionalism guarantee—**Your Store** installers are neat, clean, well-groomed, well-spoken and professional. They are trained and certified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall and corner guards, shoe covers and drop cloths. You’ll receive the highest-quality installation in the business. And after they’re finished, they will leave your home as neat and clean as when they arrived!

Get A FREE Lifetime Installation Warranty

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or “manufactured” in your home. This makes the installation critical. I offer a lifetime installation warranty at **Your Store**. You NEVER have to worry about something going wrong with the installation. If it does, I’ll fix it FREE! And I’ll do it quickly.

What to do right now—Bring this letter to **Your Store** by **August 31st** and get every 4th room of flooring FREE! Plus take advantage of all the other powerful benefits you will enjoy as my personal client. I’m looking forward to helping you beautify your home with the flooring of your dreams! (You can also call me at **123-456-7890** and speak to me directly.)

Still hoping I might hear from you.
Sincerely,

Your Name/Owner, Your Store

P.S. Don’t Delay!! My “Get Back In Touch” offer is almost over. Hurry and bring this letter to my store by **August 31st and get every 4th room of flooring FREE! But I can only extend my offer until then. If you wait until afterward, you’ll be too late.**

P.P.S. Any friend of yours is a friend of mine. Who is the next person you know who could benefit from this offer, and the powerful guarantees and services that I’ve described? Can I count on you to pass this letter along to them, too? You will be doing them a gigantic favor by referring them to a flooring company they can trust! Plus you’ll be rewarded for your referrals. See the pink insert for details on my Referral Rewards program.

P.P.P.S Check out the enclosed testimonials to see what real, live clients are saying about **Your Store.**

On the next page is the pink insert to include with all your letters

How You Can Give Your Friends And Relatives A Free Gift And... Get A Night Out At The Movies...My Treat!!!

Dear Friend and Client,

You may not know about the fabulous referral reward program that we offer to our clients. It works like this:

As you probably know, advertising is very expensive. Instead of paying the newspaper or other place to advertise, I'd rather reward you. So we've assembled our **Referral Rewards Program**. Every time you refer someone who becomes a client, I will send you a gift certificate for two passes to the **Movies-8 Cinema**. And Hey! What's a movie without popcorn? The gift certificate will also cover a big box of hot, buttered popcorn and sodas!

A \$100 Gift From You To Your Friends

I will send every friend or relative that you refer a FREE **YOUR STORE** gift certificate for \$100 in your name!

Do Your Friends A Huge Favor!

Many of our clients came to us after having a bad experience with a floor covering company. You will be doing your friends a gigantic favor by referring them to a company they can trust!

What To Do Right Now

It's simple. Just fill in the blanks on the back of this sheet for each friend, neighbor, relative, or acquaintance you want to refer. Then either fax or mail this form to **YOUR STORE**.

Bonus Reward!!

If you fill out all 10 names, address, and phone spaces and turn it in today, you will receive \$25.00 worth of **YOUR STORE** Bucks! You can use these just like cash next time you purchase spotter, floor mats or any other products from us!

Look at this—

Special Thanks To All Who Referred Us.

Karen McConnell
John & Cathy O'Shea
Lucy Prall
Dena Mannee
Debbie Clay
Ted Edmunds
Pat Griffiths
Lisa Olivera
Karisa Hawes
Judy Tenney
Kelly Sabo
Sandy Berg
Mike Palmquist
Bobbie Cooper
Fran Rex
Sharon Davis
Anne Fitch
Mary Moore
Tara Safdar
Tammy Houston
Kim Ruccione
Barbara Douyon
Kari Ball
Ruth Bishop
Gayle Smith
Jennifer Smith
Rita Buttacavoli
Melanie Deal
Jeff & Kim Miller
Marie Sprague
Randy & Cathy Meyer
Tina Davis

Referral Form On Reverse Side

Billybob's Floors

1234 Jones St./Yuba City, CA 95993

Ph: 123-456-7890

Fax: 123-098-8765

Your Name _____ Your Phone _____

Your Address _____ City, Zip _____

**Enter The Names Of Your Friends On The Lines Below
(You may attach more sheets if necessary)**

Name _____

Name _____

Address _____

Address _____

City, Zip _____ Phone _____

City, Zip _____ Phone _____

Name _____

Name _____

Address _____

Address _____

City, Zip _____ Phone _____

City, Zip _____ Phone _____

Name _____

Name _____

Address _____

Address _____

City, Zip _____ Phone _____

City, Zip _____ Phone _____

Name _____

Name _____

Address _____

Address _____

City, Zip _____ Phone _____

City, Zip _____ Phone _____

Name _____

Name _____

Address _____

Address _____

City, Zip _____ Phone _____

City, Zip _____ Phone _____

If you really liked our service, I would like to hear about it! (I also want to know if there is something you were unhappy with!!) On the lines below, write 1 or 2 things that you especially liked about **YOUR STORE.**

NO, please do not use my name in your promotional material.

On the next page is the letter you send to all the people who were referred to you



Enclosed Is A \$100 Gift Certificate From **CLIENT NAME**

your name/title

Dear **Referral Name**,

Hi! My name is **Your Name**, owner of **Your Store**. I specialize in knocking the socks off my clients with my World Class Installation Service!

Recently we installed new floors for **Client Name**. What a difference! The floors look amazing!

In Fact... **Client Name** was so impressed with our World Class Installation service, and the beautiful finished floors, that they wanted to introduce you to us by giving you a free gift!

Congratulations On Your Free Gift!

Enclosed is a **Your Store** gift certificate for \$100. This gift certificate is good for any purchase over \$2,500. If your purchase is from \$1,000- \$2,500, you'll get dinner for two at **Restaurant**. Under \$1,000 and you'll get a gift certificate to Starbucks and a FREE spotting kit. How many times have you gotten mustard, or pet urine, or wine on your carpets and not known what to do about it? Or made a bigger mess by using those "grocery store" spotters? Well, your FREE kit comes with four different spotters and complete instructions on how to get out even super-tough spots. It's great for auto upholstery, too!

But you must hurry! This FREE gift certificate for \$100 is only good until 5:00 P.M. on Friday, Date 30-Days Away. Come by the store right away so you won't miss out on this rare opportunity.

3 More Reasons To Choose **Your Store**

**#1. You are protected by my "No Regrets Guarantee"
*You'll love your new floors or I'll replace them ...FREE!***

Here's how the "No Regrets Guarantee" works: if at any time during the first 30 days after installation you decide you don't like your new flooring for whatever reason, just let me know. I'll replace the materials free of charge. (With an outrageously good guarantee like this, I can't include the cost of installation, so you'll have to cover that.)

I offer this amazing guarantee because you're going to have your new floor for a long, long time, and I don't want you to have to live with a choice you'll regret. I want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, I'll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

If you walked into any other flooring store and asked them for a guarantee like this, they will

probably laugh and tell you “no way!” So how can I offer such a powerful guarantee? I couldn’t unless I was absolutely confident in the quality of my products and service. I am confident, and you will be, too...I guarantee it!

#2. I Make The Entire Process Fun, Easy and “Headache” Free!

Unfortunately we’ve all heard the nightmare stories about buying flooring. Well, to turn the nightmare into a “dream come true,” I have developed a World Class Installation System. I specialize in knocking the socks off my clients with the most elegant, gorgeous, beautiful flooring they have ever had, **AND** making the entire process fun and “Headache Free”! Here’s what you’ll enjoy during my World Class Installation System:

Free Design Audit—This is a diagnostic tool that allows my expert floor consultants help you choose the right floor for your decorating taste and lifestyle. They’ll walk you through a series of questions that will help narrow down the thousands of options to the two or three that exactly match your unique situation. They’ll also give you a written, customized “maintenance” plan with their professional recommendations for getting the longest life and beauty out of your floor.

You’re kept updated throughout the process—From the time you select the product until after it’s installed, you will be contacted no fewer than six times by phone and by mail. You’ll never have to wonder what’s happening with your flooring.

Installer professionalism guarantee—**Your Store** installers are neat, clean, well-groomed, well-spoken and professional. They are trained and certified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall and corner guards, shoe covers and drop cloths. You’ll receive the highest-quality installation in the business. And after they’re finished, they will leave your home as neat and clean as when they arrived!

#3 Lifetime Installation Warranty

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or “manufactured” in your home. This makes the installation critical. I offer a lifetime installation warranty at **Your Store**. You NEVER have to worry about something going wrong with the installation. If it does, I’ll fix it FREE! And I’ll do it quickly.

\$0 Down, 0% Interest & 0 Payments For Up To One Full Year!!

Why wait for those beautiful new floors you’ve been dreaming about? You can get the flooring of your dreams...and make ZERO PAYMENTS FOR UP TO 12 MONTHS! I make it easy to experience gorgeous new floors **right now**.

HURRY! Bring the enclosed gift certificate to my store by **Deadline!**

I’m looking forward to meeting you!
At Your Service,

Your Name/Title

P.S. Enclosed your FREE **Your Store** gift certificate for \$100. But you must bring it by **Your Store** by **Deadline!** P.P.S. You are protected by our exclusive “No Regrets Guarantee.” If you decide during the first 30 days that you are unhappy with the product you selected, I’ll replace it FREE!

Implementing the Connect Campaign

For every month that goes by that you do not communicate with your past clients, you lose 10% of them. This means that after 10 months you might as well be a stranger stalking their neighborhood. Most dealers have severely neglected their past clients for months or years.

That's why I developed the Connect Campaign. It's designed to jump-start your relationship with the only group of people on the planet who have proven they will buy from you: your past clients. It also re-connects you to others in your sphere of influence.

Formatting the letters:

- If your database has a mail-merge function, you can personalize the letters. Otherwise put "Dear Friend and Client" in the salutation.
- Insert your name and other information in the highlighted areas. NOTE: clear the highlights!
- Make the deadline 45 days past when you plan to drop the 1st letter. This is a 45-day, or 6-week campaign.

Get all three letters printed and assembled ahead of time. You can email the Word file to your local printer and they can print as many copies as you need directly from their computer. This looks much better than photocopying, and saves you the expense of having to do a 1,000 or more of each letter with a regular printing run.

Always fold all marketing letters so the headline is showing!

Remember! These are going out as stealth mailers. Once you get the letters back from the printer you can hire someone to stuff them, hand-address them and affix a first-class stamp. OR...avoid the entire hassle and hire Think Ink to do it for you. They'll even handle the printing. All you do is email them the Word file of the letters and your mailing list and they handle the rest. Within 1-2 weeks they'll ship you a box containing all your letters ready to mail!

- 1. Day one: drop letter #1**
- 2. 14 days later: drop letter #2**
- 3. 14 days later: drop letter #3**

It's that simple!

NOTE: The pink Referral Request form is most effectively used when your salesperson presents it to the client after the installation, so in this campaign you may not get many of them back in the mail. That's okay. If you get some back, fantastic! Send them the "letter to referrals." The main reason you're including the referral form with the

letters is to announce your Referral Rewards program, thus making them aware that you WANT them to refer, and they will be REWARDED for doing so. It helps plant the referral “seeds.”

Complaints

I did a connect campaign to 1200 prior clients announcing the beginning of a new business. I also subscribed them all to my monthly newsletter and other client touch points and campaigns. Out of the 1200, I had less than 20 (possibly less than 10; I can't remember now) request to be taken off my mailing list. Most people were polite about their requests, and only one person was actually rude about it. That's less than 2% of the entire list asking to be removed.

Another connect campaign I was involved with had 400 past clients and it resulted in less than 5 asking to be removed. Another connect campaign involving a list of 100 people resulted in zero requests for removal.

So, be prepared to have a handful of people call and ask to be removed, and possibly have a few of them get rude. It doesn't matter. Don't let it get you down, hurt your feelings, or discourage you. Some people are just weird about getting unsolicited mail. You'll make so much extra money from the other 98% that eventually you'll just smile when you get the occasional call from someone requesting to be removed from the list. You'll then remove them from you list with the confidence that the materials they were receiving were highly valuable, entertaining, informative and fun, and that if they want to be removed it's THEIR loss, no yours.

This is the attitude you need to have with ANY marketing you do. Just have fun with it and don't worry about the tiny handful of "naysayers."

Have realistic expectations

- ✦ **Mass mailings by large companies to cold lists that generate a one-tenth to one-half percent response rate are considered successful. (10,000 mailers = as few as 10 calls)**
- ✦ **If you send out 200 letters, don't expect your phone to instantly be ringing off the hook with a flood of new clients.**
- ✦ **DON'T FORGET! Collectively, the 200 people on your list know THOUSANDS of people they can refer to you. That referral process can take time to get established.**
- ✦ **Remember the goal: to kick-start a relationship that you may have neglected for a long time.**

It's critical that you see this strategy as a farm. You're going to farm this list over many years, and right now you're planting the seeds. Also consider return on investment. If it costs you 90 cents per month per person to "farm" this list of 200, you'll spend \$2160 for the entire year. How many jobs do you have to get to make back your investment? One? Two? This is very realistic.

Let's say you spend \$2160 marketing to your list of 200 for the entire year. And let's say you only get 3 jobs out of it, and your average ticket is \$3,000. (3 jobs is ridiculously conservative, by the way.) What if each of those 3 clients generates 2 referrals during World Class Installation Process that turns into another job? That's 6 more. And what if the people on the list of 200 who didn't use your service that year referred 6? And what if those 6 referrals generated 3 more referrals during THEIR World Class Installation System? And what if those 3 generated 1 more each? Now you're up to 21 jobs and \$63,000 in revenue from an investment of \$2160. (Again, this is using very conservative numbers. You'll most likely get a lot more jobs. I'm merely demonstrating that even with very low numbers this system works.)

Are you beginning to see how this works? And this is how it works. It's impossible to predict from exactly where in your farm the business will originate, but by initiating the farm you'll find yourself getting business from places that never would have occurred to you. This is because you're tapping into a broad sphere of influence that is much larger than your own, personal sphere.

The Ambassador Strategy

I developed this strategy from scratch and have made tens-of-thousands of dollars with it. Once you see what it is, you'll probably smack your forehead because it's so obvious. Yet I've NEVER seen any business anywhere employ this strategy, including floor dealers.

Basically the Ambassador strategy works just like the Connect campaign, except for one important twist: the market is not *your* sphere of influence; it's your staff's sphere of influence. Each staff member, salesperson and installer becomes an "Ambassador" between you and their sphere. The letters feature a photo of the staff person, and it's worded so that it's coming from them, not you.

In one of my businesses, we made it a condition of hire that new employees had to bring us a list of 100 names in their sphere of influence. We hired a young lady who brought us 110 names. I implemented the Ambassador strategy and sent them several mailings, then followed up with monthly newsletters and other campaigns. Any piece going out to her sphere was written with her name and photo. For pieces that had to have my name and photo I just included a short cover letter "written" by her. As an added perk, she was also rewarded with a "bonus" each time someone from her sphere became a client. She actually began looking for opportunities to refer people she met at parties, Church and other gatherings because she new she'd get a bonus. I strongly recommend building some kind of "bonus" into your Ambassador strategy.

I made tens-of-thousands of dollars doing this, and you can do the same.

Make it a requirement that every staff member, salesperson, installer, and new hire brings you a list of a hundred names and addresses. People on the list will all receive the Ambassador campaign letters, and then get plugged into your monthly newsletter and other sphere of influence campaigns.

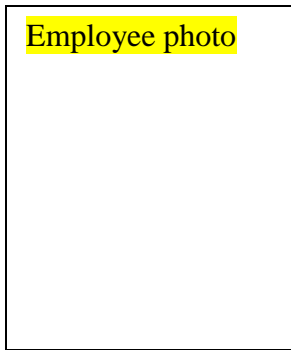
Realistic expectations

Same thing applies with this campaign as the Connect campaign. If you send letters out to 100 people, don't expect 98 of them to immediately jump up from their sofa, knock over their Pepsi and spill their Frito's in a mad dash to your store to buy new flooring. It's critical that you see this strategy as a farm. You're also going to farm this list for years, and right now you're planting the seeds. Again, consider return on investment. If it costs you 90 cents per month per person to "farm" this list, you'll spend \$1080 for the entire year. How many jobs do you have to get to make back your investment? One? Two? This is a very realistic and achievable number. And what if each of those one or two clients generates a referral during the World Class Installation Process?

For implementing this, just follow the directions for the Connect Campaign.

Ambassador letters

On the next pages are the letters for the Ambassador strategy. Read them carefully and you will get a better understanding of the strategy.



Employee name/title

Something great is happening in my life and I want to share it with you.

Dear Client Name,

I am sending you this very special letter because I've gone to work as a (salesperson, installer, receptionist, project coordinator, etc.) for Your Store. I am very excited about the opportunity to work for a company that helps people with what may be one of the biggest interior decorating or remodeling projects in their home: buying new floor covering.

Why I chose to work for Your Store instead of any other floor covering store

I've discovered that many floor covering stores (especially "big box" stores) don't always do what's in the best interest of their clients. Either through poor training of their installers, unprofessional behavior, or an uncaring attitude, many stores make the buying and installation process very stressful for their clients. And that's why I chose to work for Your Store.

I'm On A Mission To Turn Floor Installation Nightmares Into A "Dream Come True" For My Clients

Bob Smith is the owner of Your Store is professional, personable, and he really cares about developing long-term relationships with our clients. Bob worked very hard to create a buying and installation system that insures a smooth, stress-free installation process. His goal AND my goal is to make this process a fun and exciting experience for our clients, rather than the nightmare you hear about so often.

To turn that nightmare into a dream come true, Your Store operates differently than most stores. We have implemented a "World Class Service" philosophy that helps us make the right decisions when helping our clients. It goes like this...

- From the client's point of view, have we treated him/her with complete respect?
From the client's point of view, have we surpassed his/her expectations?
From Your Store's point of view, is it in our best long-term financial interest?

When I and the Your Store team answer "yes" to all three questions, we know we will earn our client's respect, their trust, and their referrals. And YOU'LL know we'll be floor covering advisors that you can count on to provide advice that's in your best interest. We want to be your Floor Covering Advisors For Life, and I will bend over backwards to earn your trust and

the referrals of your friends, relatives and co-workers. With that in mind, here are...

4 Powerful Reasons To Use **Your Store** And Refer Your Friends And Relatives!

#1. You are protected by **Bob's** “No Regrets Guarantee” *You'll love your new floors or he'll replace them...FREE!*

Here's how the “No Regrets Guarantee” works: if at any time during the first 30 days after installation you decide you don't like your new flooring for whatever reason, just let us know. **Bob** will replace the materials free of charge. (With an outrageously good guarantee like this, we can't include the cost of installation, so you'll have to cover that.)

Bob offers this amazing guarantee because he realizes you're going to have your new floor for a long, long time, and he doesn't want you to have to live with a choice you'll regret. **Bob** and I and everyone on the **Your Store** team want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, he'll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

#2. We Make The Entire Process Fun, Easy and “Headache” Free!

The **Your Store** team specializes in knocking the socks off our clients with the most elegant, gorgeous, beautiful flooring they have ever had, **AND** making the entire process fun and “Headache Free”! Here's what you'll enjoy during my World Class Installation System:

Free Design Audit—This is a diagnostic tool that allows our expert floor consultants help you choose the right floor for your decorating taste and lifestyle. They'll walk you through a series of questions that will help narrow down the thousands of options to the two or three that exactly match your unique situation. They'll also give you a written, customized “maintenance” plan with their professional recommendations for getting the longest life and beauty out of your floor.

You're kept updated throughout the process—From the time you select the product until after it's installed, you will be contacted no fewer than six times by phone and by mail. You'll never have to wonder what's happening with your flooring.

Installer professionalism guarantee—**Your Store** installers are neat, clean, well-groomed, well-spoken and professional. They are trained and certified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall and corner guards, shoe covers and drop cloths. You'll receive the highest-quality installation in the business. And after they're finished, they will leave your home as neat and clean as when they arrived!

#3 Lifetime Installation Warranty

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or “manufactured” in your home. This makes the installation critical. We offer a lifetime installation warranty at **Your Store**. You NEVER have to worry about something going wrong with the installation. If it does,

we fix it FREE! And we do it quickly.

#4 Get Every 4th Room Of Flooring FREE!

*This is our “Ambassador Special” offer for friends and relatives of **Employee Name** ONLY!*

Bob considers everyone on his team to be an ambassador for **Your Store**. He and I would like to give you a chance to experience the World Class Service I’ve been telling you about. So he put together an “Ambassador Special,” just for friends and relatives of mine. He is NOT making this offer to the general public. Here’s how it works:

Bring this letter to **Your Store by **August 31st**. Once you select the product you want, get flooring for any 4 rooms and get the materials for the smallest one FREE! (You only pay the installation!) Use on as many rooms as you like.**

Also... you can pass a copy of this letter along to a friend or relative who needs flooring, too. **Bob** will extend this same offer to them. You will be doing them a gigantic favor by referring them to a company they can trust.

\$0 Down, 0% Interest & 0 Payments For Up To One Full Year!!

Why wait for those beautiful new floors you’ve been dreaming about? You can get the flooring of your dreams...and make ZERO PAYMENTS FOR UP TO 12 MONTHS! I make it easy to experience gorgeous new floors **right now**.

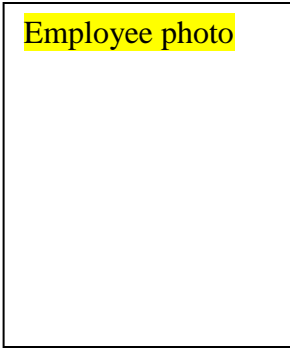
What to do right now—Bring this letter to **Your Store** by **August 31st** and take advantage of the “Ambassador Special,” and all the other powerful benefits you will enjoy as my personal client. I’m looking forward to helping you beautify your home with the flooring of your dreams! (You can also call me at **123-456-7890** and speak to me directly.)

Sincerely,

Employee Name
Title, Your Store

P.S. Take advantage of the “Ambassador” offer—bring this letter to **Your Store by **August 31st** and get every 4th room FREE! You can also call me directly at **123-456-7890**.**

P.P.S. Who is the next person you know who could benefit from the powerful guarantees and services that I’ve described? Can I count on you to pass this letter along to them, too? You will be doing them a gigantic favor by referring them to a flooring company they can trust!



Employee photo

2nd Notice

Take Advantage of Our “Ambassador Special” For Friends And Relatives of

Employee Name ONLY!

Get Every 4th Room Of Flooring FREE!

Employee name/title

And Pay \$0 Down, \$0 Interest, and 0 Payments For 12 Months!

Dear Client Name,

As I said in my last letter, I’ve gone to work as a (salesperson, installer, receptionist, project coordinator, etc.) for Your Store. I want to let you know how excited I am about the opportunity to work for a company that helps people with what may be one of the biggest interior decorating or remodeling projects in their home: buying new floor covering.

Why I chose to work for Your Store instead of any other floor covering store

I’ve discovered that many floor covering stores (especially “big box” stores) don’t always do what’s in the best interest of their clients. Either through poor training of their installers, unprofessional behavior, or an uncaring attitude, many stores make the buying and installation process very stressful for their clients. And that’s why I chose to work for Your Store.

Here’s How To Get Every 4th Room FREE!

Bob Smith is the owner of Your Store, and he considers everyone on his team to be an ambassador for the store. He and I would like to give you a chance to experience the World Class Service I’ve been telling you about. So he put together an “Ambassador Special,” just for friends and relatives of mine. He is NOT making this offer to the general public. Here’s how it works:

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A big concern when investing in new flooring is accidentally getting a color or style you don’t like, and having to live with a decision you’ll regret. Bob has TOTALLY eliminated that concern for our clients. **If at any time during the first 30 days after installation you decide you don’t like your new flooring for whatever reason, just let me know. Bob will replace the materials free of charge.** (With an outrageously good guarantee like this, I can’t include the cost of installation, so you’ll have to cover that.)

(To help insure that you DO choose the right style and color the first time, we give our clients a free “Design Audit™.” I’ll tell you about that in a minute.)

Bob offers this amazing guarantee because he realizes you’re going to have your new floor for a long,

long time, and he doesn't want you to have to live with a choice you'll regret. **Bob** and I and everyone on the **Your Store** team want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, he'll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

You'll Enjoy Our Fun, Stress-Free, World Class Installation System!

The **Your Store** team specializes in knocking the socks off our clients with the most elegant, gorgeous, beautiful flooring they have ever had, **AND** making the entire process fun and "Headache Free"! Here's what you'll enjoy during my World Class Installation System:

Free Design Audit™—This is a diagnostic tool that allows my expert floor consultants help you choose the right floor for your decorating taste and lifestyle. They'll walk you through a series of questions that will help narrow down the thousands of options to the two or three that exactly match your unique situation. They'll also give you a written, customized "maintenance" plan with their professional recommendations for getting the longest life and beauty out of your floor.

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Get A FREE Lifetime Installation Warranty

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What to do right now—Bring this letter to **Your Store** by **August 31st** and get every 4th room FREE! Plus take advantage of all the other powerful benefits you will enjoy as my personal client. I'm looking forward to helping you beautify your home with the flooring of your dreams! (You can also call me at **123-456-7890** and speak to me directly.)

Sincerely,

Your Name

Owner, **Your Store**

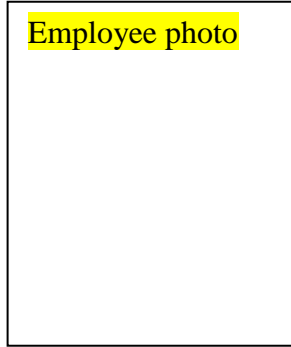
P.S. Take advantage of Bob's "Ambassador Special"—bring this letter to Your Store by August 31st and get every 4th room FREE! But we can only extend my offer until then. If you come by afterward, you'll be too late. (Feel free to call me directly at 123-456-7890 with questions.)

P.P.S. Who is the next person you know who could benefit from Bob's special offer, and the powerful guarantees and services that I've described? Can I count on you to pass this letter along to them? You will be doing them a gigantic favor by referring them to a flooring company they can trust!

P.P.P.S Check out the enclosed testimonials to see what real, live clients are saying about Your Store.

Final Notice

**I Still Want To Give You
Every 4th Room Of
Flooring FREE!
But time is running out...**



Employee name/title

Dear Client Name,

As I said in my last 2 letters, I've gone to work as a (salesperson, installer, receptionist, project coordinator, etc.) for Your Store. Bob Smith is the owner of Your Store, and he considers everyone on his team to be an ambassador for the store. He and I would like to give you a chance to experience the World Class Service I've been telling you about all along. So he put together an "Ambassador Special," just for friends and relatives of mine. He is NOT making this offer to the general public.

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Still hoping I might hear from you.
Sincerely,

Your Name
Owner, **Your Store**

P.S. Don't Delay!! Bob's “Ambassador Special” is almost over. **Hurry and bring this letter to my store by August 31st and get every 4th room FREE!** But we can only extend my offer until then. If you wait until afterward, you'll be too late. (Call me directly if you have questions: **123-456-7890**. I'll be happy to speak with you.)

P.P.S. Who is the next person you know who could benefit from this offer, and the powerful guarantees and services that I've described? Can I count on you to pass this letter along to them, too? You will be doing them a gigantic favor by referring them to a flooring company they can trust!

P.P.P.S Check out the enclosed testimonials to see what real, live clients are saying about **Your Store.**

3rd Module—Building and maintaining a herd

(After Unit)

This entire system is built upon building and maintaining a herd. The sole purpose of going after new clients is so that you can put them into your herd and farm them for repeat and referral business. If you cold market without a system in place to protect, nurture and farm your herd, you're totally wasting your money.

Definition of a herd: a highly responsive group of people you can farm again and again for repeat and referral business.

The race is on to see who can build a productive herd the quickest. It's a race for several reasons:

- The average consumer is bombarded with 10,000 advertising messages a day.
- People are growing ever more resistant to conventional advertising.
- Do not call registry.
- Anti-SPAM laws.
- It's getting ever more expensive to gain clients through cold marketing.

Controlling a herd is the key to business prosperity, and in the near future I believe it will be the key to surviving. So you are in the right place.

It's not about how much money you make, it's how you make the money

Making a lot of money in America today is not a big trick. There are many people who make high six or seven-figure incomes who trade everything else away to do it: family, health, time, and sanity.

Making money in such a way that:

- It's pleasing to you
- Emotionally rewarding
- Clients that treat you in a respectful manner
- Gives you control over your time

This is the trick.

I work with my clients to teach them how to get the money without trading away everything else of value to do it. You are going to learn to limit access to yourself by clients and employees to reasonable limits that you choose.

There is a perception in business that you have to be instantly accessible to your clients. Many business people live in morbid fear that if someone calls at 1:00 PM and they can't return the call until 2:00 PM, that they will lose the sales. You're going to learn how to eliminate that concern.

Equity in your business

You want something that produces money for you rather than you producing money.

Dan Kennedy uses the analogy of the oil well. An oil well is something that produces money for you whether you are there or not. Owning an oil well means you don't have to show up every day and it still keeps producing oil.

Most floor dealers don't own an oil well; instead they function as an oil well worker. They show up every day and go to work on the oil rig. Most flooring dealers with 20 years in the business are not doing anything drastically different than they were doing in year 3. They've gotten more efficient at what they do, and created incremental improvements, but they still do all the same basic functions. So their business still functions as a job and they still show up every day to work on the oil rig. They don't own an oil well.

**A business that
you work for
and in = job.**

**A business that
works for you =
equity.**

Unpredictable income from unknown sources

Unpredictable income

Most dealers begin each month not knowing how much they are going to make. They have no idea if it's going to be a good month or a bad month. They could look back and tell you what they did in the same month a year ago or the previous month or two months ago, but they still have no idea what they'll do this month.

Unknown sources

Most dealers have no idea where this business is going to come from. After enough years they have built up some good will, so they know they'll get some from there, but by and large they don't know who the new clients are or where they are coming from.

Predictable income from known sources

When you begin to shift from unpredictable/unknown to predictable/known, you begin to shift from a sales job to owning a business with equity.

Equity is in the sources of business. It's not in the building, equipment, inventory. All of that could burn down, but if you've got sources of business you have equity. (Even if you own the building, that's not equity in your business. That's real estate equity totally independent of your business. You could move your business into rented space and it would still function as before.)

If the sources of business at the beginning of the year or the quarter are unknown, you don't have any equity. It's zero. However, if you own and control known sources of business, then you have equity.

The foundation of power is in your systems

- Henry Ford—he had two systems. The assembly line which enabled him to crank out vehicles efficiently and quickly. However, this system would have been useless without the system for selling the cars. That system was the dealership network.
- McDonald's—has two systems. The visible system is being able to crank out food in a predictable, efficient manner. The invisible system is using franchisee fees to buy real estate.
- Walmart—has two systems. An invisible system of distribution that nobody sees. It involves a ring of secondary markets that can support a centralized distribution center. This enables their second system of producing low prices. (And generate the *illusion* that they are always the lowest priced.)

Floor covering systems

- You're going to learn the World Class Installation System so you can produce flooring sales and installations in an efficient, predictable manner.
- You're also going to learn oil well systems—creating predictable income from known sources.

You're going to learn systems for getting your money in a way that's organized, predictable, repeatable and manageable. Most dealers NEVER figure this out.

The franchise prototype

The two basic premises of Michael Gerber's book, *The E-Myth*, are 1) that you should build your business as though you're going to franchise it, even if you never do. And 2) that you should be able to staff your franchise with mediocre talent. If it requires you to run it, or someone else with exceptional abilities to run it, you don't really have a business, you have a job.

4 types of income

Transactional—this focuses on getting the sale. It’s all front-end. Make a sale, get paid. There is no thought given to making some kind of connection or continuity between sales.

Repetitive—this is where most flooring dealers are. They do a transactional sale, and hope that it will somehow turn into another sale down the road, and generate some referrals.

Renewable—insurance renewals, magazine subscriptions, newsletter subscriptions. Anything that renews.

Continuity—continuous, predictable flow of income from the same sources. This is the best, and it’s what building a herd allows you to do. If you control the source, you can predict the income and create continuity.

You are a rancher

The best job description you could have for yourself is “Rancher.” What does a rancher do? He rounds up and manages a productive herd. Your building could burn to the ground, you could lose all your equipment and inventory, but if you have a herd you still have a business. Your job is to round up a herd, put a fence around them and take care of them. That’s what ranchers do!

Going from unpredictable/unknown to predictable/known income is made possible with a herd. You don’t do it with functional changes to other parts of your business.

There are two kinds of herds. The first kind is the end-user herd, which is a herd of clients, and this is what we are going to focus on today.

The second kind of herd is people who *send* you clients. This can be insurance companies, Realtors, contractors, etc. An analogy for this kind of herd is the orthodontist. 80% of orthodontist do little to no direct marketing to obtain new patients. The orthodontist’s patients come from general dentists who send them *their* patients. So the orthodontist’s job as a rancher is to round up a herd of highly successful dentists who see a lot of children. We’re not going to cover this in depth here, but we will in another section, along with providing specific strategies for building and maintaining this kind of herd.

Begin with the end in mind

Most of your competitors want to run a special over the weekend then divide up the money on Monday. They live like pirates: rob the ship, take the gold back to the cave and divide up the booty. This is how most of them think, and they are basically one step above a pirate.

You need to take a longer view and invest the time, energy and money into building a herd. Into digging oil wells rather than just trying to acquire cans of oil.

Lifetime value of a client

Lifetime value was covered during the orientation, but I want to put it into the context of building and maintaining a herd. When it comes to herd building, “beginning with the end in mind” means always taking into account the lifetime value of a client. Lifetime value is what a client is worth to your business over the course of our relationship with that client, and you should base all your actions on this concept.

If a dealer’s average gross revenue per transaction is \$5,000, most dealers would see that client as worth \$5,000. This is very shortsighted. Here is how you should view the value of a client over 7 years:

Initial transaction:	\$5,000
Referral during that transaction:	\$5,000
Second referral during the interim 7 years	\$5,000
Second transaction (people replace flooring every 7 years on average)	\$5,000
Second referral during that transaction:	\$5,000
Lifetime Value	\$25,000

And that doesn’t even include the referrals that the referrals generate. If you include those, the true lifetime value could be as high as \$50,000 to \$80,000. Therefore, each and every client that walks through your door is worth anywhere from \$25,000 to \$80,000. So treat every client like they are worth \$25,000 to \$80,000, because in reality they are.

Repeat and referral clients

Word of mouth advertising is the best form of marketing. Period. Here are several benefits from getting clients through referrals:

- You get clients for FREE! (No marketing costs!)
- Prospects are pre-sold! The person referring you has just told their friend or relative how utterly wonderful your store is. When they walk into your store they are more ready to buy than a cold walk-in.
- You get the halo effect. Other people saying you are great is 100 times better than *you* saying you’re great.
- Very low skepticism! After all, if Aunt Liz likes your store, it must be pretty good!
- Low price resistance!

It's important not to overlook the significance of these benefits. You are being handed a pre-sold, non-skeptical prospect who sees you with a halo and who has very little price resistance...all with no marketing costs!

This is so powerful that you shouldn't just wait passively for referrals to happen from those in your herd. You need to actively seek referrals with a referral system, and reward members of your herd who give them to you. (In the testimonials and referrals module, I cover the strategies for generating a steady stream of referrals.)

The true purpose of cold marketing

With my emphasis on warm marketing it could seem like I don't believe in or teach cold marketing. It's not true. My System includes many strategies for cold marketing, but it's important that you understand the true purpose of cold marketing.

There is one purpose and one purpose only for cold marketing: so you can add a new client to your herd, and then farm them forever for repeat and referral business.

In many industries, they break or even go into the hole to gain a new client. All the money is made through repeat and referral business, or what's called back-end. So if you invest the enormous time, energy and money required to obtain a client through cold marketing, then you'd better have a marketing system in place that harvests lifetime value from that client.

Tools for keeping your herd rounded up and fenced in

What would happen to a rancher who had a broken-down fence for his herd, and only looked in on them a few times a year or never? With the ongoing threat of poachers and a collapsed fence, it wouldn't be long before he'd be a rancher with no herd!

This is what happens to most dealers. They get a new client for their herd, but do absolutely nothing to fence them in or protect them from poachers. As a club member, you will be given an ongoing set of "ranching tools" to help you keep your fence in top shape, and reduce the threat of poachers.

***The Home Advisor*—client newsletter**

For every month that your clients go without hearing from you, you lose 10% of them. After 10 months you might as well be a stranger stalking their neighborhood. The monthly newsletter keeps this from happening. But it's important that your newsletter is not a "snoozeletter" like you get from your insurance agent that's full of nothing but insurance information.

The *Home Advisor* is your answer.

- 95% done for you each month. All the content is written for you in Microsoft Word
- You can easily personalize it with your own photo, contact info, and testimonials.
- It has the look and feel of a very personalized letter
- It uses “infotainment.” Has an 80% ratio of fun, informative articles with a 20% ratio of information about flooring, specials, etc. Why do it this way? Because in any given month most of your past clients don’t need flooring right then, so don’t bore them with 100% flooring content.
- It has multiple response mechanisms (contests, special offers, referral requests, etc.)
- Full of emotional triggers (client recognition, direct response marketing strategies, etc.)
- A “Welcomed” tool that builds a strong, valuable bond with your herd so they think of YOU automatically without even considering other flooring stores.
- Farms your herd for referrals
- Allows you to work with the very best clients, referral, word-of-mouth, and repeat business
- Gets you off the production yo-yo
- Takes only 27 minutes per month to use.

Quarterly direct response post cards

- 95% done for you. Just plug in your contact info.
- Oftentimes will tie in with that month’s newsletter
- Inexpensive way to provide an additional touch point for your herd

Quarterly direct response inserts

- 95% done for you. Just plug in your contact info.
- Can be used inside your newsletter
- Sent as a separate mailer for an additional “touch”
- Can be used as a free-standing insert in your newspaper

Newsletter production

These are general instructions. There are many ways to handle this, but this is how I usually do it.

Once you have plugged in your personal information into the *Home Advisor* newsletter, follow these steps:

1. Printing
 - Email it to your printer with instructions as to quantity, color, folding, etc.
 - Have them print AND fold the letter.
 - Letter should be folded in half so it fits into a 6x9 envelope.
2. Shipping and handling—this can also be done by the printer, or you can hire your spouse, kids, or unemployed brother-in-law to do it. If you have a printer or mail house handle this, DO NOT let them mail it. Have them ship it to your office so YOU can mail it. This keeps you from

getting ripped off. Also, always “seed” your mailings; in other words, include your own name and address in the mailing list. By sending the letter to yourself, you’ll always know when your letters are arriving, if there is a delay, or other problems.

- Print and affix address labels. If you are doing a stealth-mailer, print out the labels on plain paper for use by the person you hire so they can hand-write the addresses. (Or use Think Ink to handle your stealth mailers. They can be reached at ThinkInkMarketing.com.)
 - Print and affix return labels. For stealth mailers, return addresses will be hand written, or no return address at all if the letter is an ounce or less.
 - Affix stamps.
3. Drop them in the mail.

On the next page is a sample business-sized envelope. Have your printer print this on standard business envelopes using this as a model. (NOTE: don’t print the “first class stamp” or “client address label” boxes.) Or for smaller quantities you can design a return address label using Avery software (go to Avery.com), print them yourself, and affix the labels to plain envelopes you get from Office Depot. Use the 10-per-sheet Avery Labels for this, and affix them directly to the envelopes.

Remember: use stealth mailers for the connect campaign. Then, once your clients are used to hearing from you, it’s okay to put your name, photo, and teaser copy on the envelopes.

BEST OPTION: Have Think Ink Marketing handle the whole thing for you.
ThinkInkMarketing.com

Jimbo's Floors/1279 Park Ave/Yuba City, CA 95993



Jim Armstrong's

The Home Advisor

*This month's copy of your
FREE Newsletter is enclosed!*

Trivia Contest... Details Inside!

First
Class
stamp

Client address label
Or
Inkjet print onto envelope

Yearly campaign to previous clients & sphere of influence

Monthly client newsletter	12
Voice broadcast	12
You'll learn about voice broadcast in an upcoming module. Very powerful.	
Postcards	4
Christmas gift	1
Birthday card/gift	1
Miscellaneous mailers/offers	4
TOTAL	34

This campaign gives each member of your herd 2-3 touches per month. I've had some coaching clients ask if this is too much; don't people get upset by hearing from you this much. I have several answers to that:

1. It's evolved over time, but I have been using an aggressive touch campaign like this for a decade, and the number of complaints from past clients has been under ten. On the other hand, I've received dozens of compliments.
2. I've made hundreds of thousands of dollars in personal income by maintaining my herd with this system. And this is the biggest compliment my past clients can pay me. They have proven it's effectiveness by opening their pocketbooks.
3. The content is value-added. It's fun. It's specifically engineered so people enjoy getting it.

The Single Marketing Strategy Jim Would Use If Someone Held A Gun To His Head And Made Him Choose

Here's what I've been telling my coaching clients for years: if someone held a gun to my head and forced me to choose one marketing strategy to use for the rest of my life, it would be the client newsletter. That's a powerful statement considering that I believe in, and have used, many, many other forms of marketing. But if I absolutely had to choose, it would be a newsletter...maintaining my herd.

4th Module—Testimonials and referrals

(Before, During, After)

This is a testimonial and referral-driven system. For most dealers who do a decent job servicing their clients, testimonials and referrals occur as a happy “accident.” Most dealers know that testimonials and referrals are useful, but most have no concrete strategies in place to actively generate them. In this section you’re going to learn why they’re important and how to easily generate lots of referrals and testimonials.

Testimonials

Testimonials are a single element that will dramatically increase the response of just about any marketing campaign or strategy. Letters, yellow pages, newspaper inserts, flyers, newsletters, backs of business cards, CD’s, DVD’s...anything.

You should always educate your prospects about the wonderful benefits of doing business with you. But no matter how good you are at explaining the benefits to your prospects, it will always sound 100 times more convincing coming from someone else. Why? Because it’s not YOU saying it.

This is called the “Halo Effect.” When someone else sings your praises (instead of you) it automatically gives you a halo of credibility. Therefore, you should always use testimonials in your marketing whenever possible.

Your clients have seen thousands of advertising messages from businesses, all claiming they are the best, number one in customer satisfaction, highest quality, longest lasting, ad infinitum, ad nauseam. They are NUMB to these kinds of claims. They don’t even hear them anymore. Claims of “we’re the best” float through their craniums unnoticed. Testimonials are THE KEY for cutting through what they perceive to be B.S.

How to get testimonials

The short answer is you ask for them. The World Class Installation System includes a Referral Request form that has a place for testimonials on the back. Your sales people should ask every single client for a written testimonial.

When doing the follow up visit, get a photo of the client. Use the following script:

“You’ve seen all the testimonials and photos from happy clients. It would sure be an honor to take a photo of you and your new flooring so we can share your success with our other clients. Would that be okay?”

If you have an assistant take the photo, you can stand with your client and her family in the photo.

Get audio and video testimonials whenever possible. Occasionally you will have a client that you and your store really connect with. She is thrilled with the service, raves about the carpet, promises to tell her friends about you, etc. You know the kind of client. This is a good one to ask if you can get a video or audio testimonial. This enthusiasm will really show on the audio and video, and she is likely to agree to your request.

Something to keep in mind: getting referrals, testimonials, videos, and photos is a numbers game. Most people will agree to give you something; some will agree to give you everything; some will give you nothing.

DON'T BE AFRAID TO ASK!

If you've provided excellent service, you have earned the right to ask for these things. The worst they can say is "no."

Tips for testimonials

- Candid testimonials are best. They should sound genuine.
- Leave in the bad grammar.
- Get photos whenever possible. Use a digital camera to take snapshots. They should look like the snapshots you take at your kid's birthday or Christmas. You want them to be NON-Professional. Non-professional photos seem more authentic. Studio quality photos make it look like you hired actors.

Instantaudio.com makes it super easy to get audio testimonials. When you're with the client, just call the testimonial line, hand your cell phone to the client, and she records a testimonial on the spot. These can be downloaded to websites, Audio CD's, sent out as e-cards, transcribed into print, etc.

How to use testimonials

- **Written testimonials.** Testimonial portfolio. Marketing letters. Yellow page ads. Brag wall. The back of your business card. Newsletters. Basically you want to use them everywhere. I can't think of a single marketing strategy that can't be improved with testimonials.
- **Testimonial portfolio.** As you collect testimonials, assemble them into a nice, 3-ring binder using sheet protectors. Make photocopies of thank you cards and letters. Keep the portfolio in your "design room," or wherever you do your client consultations. At some point during the "Design Audit," let the client look through the portfolio while you assemble a quote, write out a maintenance plan, go to the bathroom, whatever. Just make sure you build a 5-minute space where they can look through the portfolio. This little binder will do 70%-80% of the selling for you.

- **Brag wall.** A place to hang dozens of testimonials where walk-in clients will see it.
- **Audio testimonials.** Use them while clients are on hold in your phone system. Compile them into an audio CD and include in your welcome pack along with your Consumer's Guide; give them to walk-ins. Create an "Eavesdrop Hotline" where prospects can call an 800# and hear what real, live clients are saying about your store. (Automatic Response Technologies can set this up for you. We cover this in detail during a later module in the Rapid Launch.)
- **Video testimonials.** Use them on your website. Edit several of them together into a "raw footage" DVD. Again, you don't want it to look too slick. It should look like a home video of your kid's birthday party. If you make it too slick people will think you hired actors. Include the DVD's in a welcome pack given to walk-ins. Install several TV's throughout your showroom and in your design room. Have them playing the DVD on a continuous loop.

Testimonial Contest

A testimonial contest is a great way to get your collection started. Don't do the contest until after the connect campaign. Also, only do one contest at a time or you'll confuse your clients.

Implement the testimonial contest the same way as the connect campaign, except that this is a 30-day campaign, not 45. Send one letter each week.

On the next pages are the testimonial contest letters.

Your photo
w/area rug

Enter the **YOUR STORE** Testimonial Sweepstakes and..

Win An 8x10 Area Rug, Or Dinner For 2 At The City Café!!

...And That's Just The Beginning!!!

Dear Friends and Clients,

It has been a real pleasure working with all of you, providing floor covering service for you, your friends and loved ones, and being a part of making your house a "home".

I just love it when I hear one of you tell me how pleased you are with your floor covering. It makes my day when I hear stories about how your new family room carpet is so plush and comfortable that you like to lay down on it to watch TV; or how the new laminate floor in your kitchen has made it bright and warm; or how your guests rave about your beautiful new area rug; or how your new carpeting makes your house finally feel like a home.

Your stories are my inspiration. And now...

I Want To Tell Your Story To The Whole World!

We want you to help us spread the word about the good things that **YOUR STORE** has been able to do for you. You'll have the chance to tell us your story, and have fun doing it! So we have put together the...

YOUR STORE Testimonial Sweepstakes!

How To Enter:

To enter, just provide a **written** testimonial. You have the option of providing **voice** testimonial, but only if you want to.

Instructions For Written testimonial

1. Write or type your testimonial. It can be long or short, funny or serious...this is **your** story.
2. Each entry must have the following: Name, address, phone number, occupation.
3. Mail or hand deliver your testimonial to **YOUR ADDRESS.**

Instructions For Voice testimonial (optional)

1. We've made this super easy for you! We've set up an 800# where you can call in 24/7 and record your testimonial. You WILL NOT have to speak with anyone. When you call in a recording will give you instructions.
2. Call **800# FOR INSTANT AUDIO** and record your voice testimonial.
3. That's it. It doesn't need to be long; 30-60 seconds is fine! Don't worry about

making it “perfect.” It’s much better to be honest than perfect. Just have fun with it!

Here are some ideas to get you started on your testimonial...

- **How your new flooring beautified your home; made your house feel like a “home,” etc.**
- **What your friends and relatives said when they saw your new flooring.**
- **Installation professionalism** (were you impressed with the appearance of your installer, his professionalism, job cleanup, attention to detail, etc.?)
- **Client Service** (Did we go the extra mile for you? How? Was our staff courteous? Were you made to feel welcome when you visited our showroom?)
- **Your worst experience with floor covering** (How did **YOUR STORE** do better?)
- **Do-it-yourself/big box stores** (How did working with **YOUR STORE** compare with a previous do-it-yourself job? Or with working with a big box store?)
- **Education** (How our client education helped you make the right selection. Did you like the free “Design Audit”? Was your salesperson attentive to your needs?)

Our Grand Prize Winner Will Receive:

- **A luxurious, brand-spanking-new 8x10 area rug!** (Come by the store to see it in person!)
- **\$25 gift certificate for **YOUR STORE!****
- **1 Dozen *Cookie Tree* Cookies!**
- **Photo taken for feature story in upcoming newsletter!**

First-Runner Up Winner Will Receive:

- **Dinner for 2 at the City Café!**
- **\$25.00 gift certificate for **YOUR STORE!****
- **1 Dozen *Cookie Tree* Cookies!**
- **Photo taken for story in upcoming newsletter!**

2nd through 15th Runner Ups Will Receive:

- **Gift certificate to Starbucks**
- **Photo taken for story in upcoming newsletter!**

Remember! Your deadline to enter is **DATE 1 MONTH AWAY**. We must have your **written testimonial AND voice testimonial** no later than that date.

Sincerely,

YOUR NAME

P.S. If you have questions on how to use the “Voice Testimonial” 800#, just call **NAME OF MARKETING COORDINATOR** at **PHONE #** and she’ll be happy to walk you through it.

P.P.S. Win the Grand prize of a luxurious 8x10 area rug! Hurry And Enter Today!

P.P.S. 16 Winners In All!!

*The Deadline To Enter
Is Less Than 2 Weeks Away!*

2ND NOTICE
Enter the **YOUR STORE** Testimonial Sweepstakes and..
**Win An 8x10 Area Rug,
Or Dinner For 2 At The City
Café!!**

...And That's Just The Beginning!!!

Dear Friends and Clients,

It has been a real pleasure working with all of you, providing floor covering service for you, your friends and loved ones, and being a part of making your house a "home".

I just love it when I hear one of you tell me how pleased you are with your floor covering. It makes my day when I hear stories about how your new family room carpet is so plush and comfortable that you like to lay down on it to watch TV; or how the new laminate floor in your kitchen has made it bright and warm; or how your guests rave about your beautiful new area rug; or how your new carpeting makes your house finally feel like a home.

Your stories are my inspiration. And now...

I Want To Tell Your Story To The Whole World!

We want you to help us spread the word about the good things that **YOUR STORE** has been able to do for you. You'll have the chance to tell us your story, and have fun doing it! So we have put together the...

YOUR STORE Testimonial Sweepstakes!

How To Enter:

To enter, just provide a **written** testimonial. You have the option of providing **voice** testimonial, but only if you want to.

Instructions For Written testimonial

4. Write or type your testimonial. It can be long or short, funny or serious...this is **your** story.
5. Each entry must have the following: Name, address, phone number, occupation.
6. Mail or hand deliver your testimonial to **YOUR ADDRESS.**

Instructions For Voice testimonial (optional)

4. We've made this super easy for you! We've set up an 800# where you can call in 24/7 and record your testimonial. You WILL NOT have to speak with anyone. When you call in a recording will give you instructions.
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- **What your friends and relatives said when they saw your new flooring.**
- **Installation professionalism** (were you impressed with the appearance of your installer, his professionalism, job cleanup, attention to detail, etc.?)
- **Client Service** (Did we go the extra mile for you? How? Was our staff courteous? Were you made to feel welcome when you visited our showroom?)
- **Your worst experience with floor covering** (How did **YOUR STORE** do better?)
- **Do-it-yourself/big box stores** (How did working with **YOUR STORE** compare with a previous do-it-yourself job? Or with working with a big box store?)
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Our Grand Prize Winner Will Receive:

- **A luxurious, brand-spanking-new 8x10 area rug!** (Come by the store to see it in person!)
- **\$25 gift certificate for **YOUR STORE!****
- **1 Dozen *Cookie Tree* Cookies!**
- **Photo taken for feature story in upcoming newsletter!**

Photo of you
w/area rug

First-Runner Up Winner Will Receive:

- **Dinner for 2 at the City Café!**
- **\$25.00 gift certificate for **YOUR STORE!****
- **1 Dozen *Cookie Tree* Cookies!**
- **Photo taken for story in upcoming newsletter!**

2nd through 15th Runner Ups Will Receive:

- **Gift certificate to Starbucks**
- **Photo taken for story in upcoming newsletter!**

Remember! Your deadline to enter is **DEADLINE**. We must have your **written testimonial AND voice testimonial** no later than that date.

Sincerely,

YOUR NAME

P.S. If you have questions on how to use the “Voice Testimonial” 800#, just call **NAME OF MARKETING COORDINATOR at **PHONE #** and she’ll be happy to walk you through it.**

P.S. You Could Be The Big Winner! Deadline is less than 2 weeks away! Hurry And Enter Today!

P.P.S. Grand prize is a luxurious 8x10 area rug!

P.P.P.S. 16 Winners In All!!

On the next pages is the 3rd notice which is sent out as a jumbo postcard which requires a first-class stamp. Your CD ROM has this formatted two to a page. Have your printer print these on colored card stock and cut them in half. Apply labels and stamps and you're ready to go!

Final NOTICE
Enter the **YOUR STORE Testimonial Sweepstakes and..**
Win An 8x10 Area Rug,
Or Dinner For 2 At The City Café!!
Deadline is less than two weeks away!!!

How To Enter: To enter, just provide a **written** testimonial. You have the option of providing **voice** testimonial, but only if you want to.

Instructions For Written testimonial

1. Write or type your testimonial. It can be long or short, funny or serious...this is your story.
2. Each entry must have the following: Name, address, phone number, occupation.
3. Mail or hand deliver your testimonial to **YOUR ADDRESS.**

Instructions For Voice testimonial (optional)

1. We've made this super easy for you! We've set up an 800# where you can call in 24/7 and record your testimonial. You WILL NOT have to speak with anyone. When you call in a recording will give you instructions.
2. Call **800# FOR INSTANT AUDIO** and record your voice testimonial.
3. That's it. It doesn't need to be long; 30-60 seconds is fine! Don't worry about making it "perfect." It's much better to be honest than perfect. Just have fun with it!

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- **A luxurious, brand-spanking-new 8x10 area rug!** (Come by the store to see it in person!)
- **\$25 gift certificate for **YOUR STORE!****
- **1 Dozen *Cookie Tree* Cookies!**
- **Photo taken for feature story in upcoming newsletter!**

First-Runner Up Winner Will Receive:

- **Dinner for 2 at the City Café!**
- **\$25.00 gift certificate for **YOUR STORE!****
- **1 Dozen *Cookie Tree* Cookies!**
- **Photo taken for story in upcoming newsletter!**

2nd through 15th Runner Ups Will Receive a Gift certificate to Starbucks and get their Photo taken for story in upcoming newsletter!

Sincerely,

YOUR NAME

P.S. You Could Be The Big Winner! Deadline is only 2 weeks away! Hurry And Enter Today!

P.P.S. Grand prize is a luxurious 8x10 area rug!

P.P.P.S. 16 Winners In All!!

**Win A Brand New 8x10 Area Rug
Or Dinner For 2 At The City Café!**

Confidential Case Files

Use this booklet as a model for your own

In my system you are going to learn how to gather hundreds of testimonials, and how to use them to turbo-charge all your marketing efforts. The Confidential Case Files booklet is one of many strategies for using testimonials. Model this booklet as you gather testimonials. Eventually you will have dozens of pages of comments from raving fans.

Tip: create a Confidential Case Files document in Microsoft Word or Publisher. As testimonials come in, type them into the document. Each time you go to the printer your document will be up-to-date, and it will automatically grow.

At the beginning of the booklet, you will see that I have laid out Testimonial Snippets, which include the client's name, occupation and home town. Here is what I have discovered: as clients look through the booklet, they will oftentimes scan down the list of names looking for people they know. I can't tell you how many times I have had clients say things like, "I know Jane Smith, and Johnny Ray...and oh, I didn't know Shelly Burns was one of your clients. She goes to my church."

That's powerful! When you are in a sales situation, a booklet like this will do 80% of the selling for you.

After the snippets put in the Case Study flyers (which can also serve as newsletter inserts), and scanned copies of thank-you cards and letters.

During the Design Audit, hand the client a Confidential Case Files book, or a portfolio of testimonials. As you hand it to them, say "I need to get some additional information for you, and it will take me just a couple of minutes. While I do that, I'll let you look through this."

At some point during the meeting, the client needs 5 minutes to look through the testimonial portfolio. During this 5 minutes, the salesperson should have something to do, such as get information, go to the restroom, add up estimated square footage...something.

No matter how eloquent you are at telling the client about the quality of your store, it always sounds 10 times more convincing coming from SOMEONE ELSE. That's the power of testimonials: they give you a 'halo' of credibility.

This portfolio of clients raving about your service will do 80% of the selling for you. AND it drastically reduces price resistance. When the time comes for you to quote a price, or the client is looking at prices on your showroom floor, she will remember the testimonials and come to the conclusion that, "Wow, all these other people paid this

price, and they were super happy. These prices must be reasonable.” Testimonials are a MAJOR KEY to selling at higher prices than your competitors.

Welcome Package

I recommend that every walk-in client, or anyone who phones your store is given a welcome package. Here is what I use:

- Glossy folder with pockets inside, and the business name and logo on the outside. Inside the pockets put the following:
- Consumer’s Guide To Floor Covering
- Confidential Case Files
- Audio CD or DVD of client testimonials
- Any press releases or articles published in your local paper
- A “Meet the Team” sheet, with photos and a brief bio of each staff member and what they do to serve clients
- One or two brochures or pamphlets about products (That’s ONE or TWO, not a whole stack.)
- DON’T overcrowd the package with too much stuff. The most important documents are the Consumer’s Guide and the Confidential Case Files, and you don’t want those to get buried or ignored because of all the other stuff.

The Welcome Package works like a giant, updateable “Mega-Brochure.” The outside has a solid, professional look, and the inside contents can change as needed.

More About Case Study Flyers

Let’s say you have 200 past clients. In any given month, those 200 might not need flooring right then. However, each of those clients has a sphere of influence of at least 200 people. That’s 20,000 potential clients! Case Study letters and flyers are one of the strategies for tapping into that 20,000.

Case Study Formula:

Headline: sets up the story.

Body: tells the story and gives details about a specific problem or challenge that was overcome, or a benefit offered by your store.

Testimonial: The reader gets to hear how your store solved the problem, or provided a benefit, but it’s in the client’s own words.

P.S.—Asking for the business: Does not ask, “Do you need new floors?” Why? Because if they don’t happen to need floors, the answer is “No” and they throw the flyer away. Instead it asks, “Who do you know...?” That can mean them OR anyone in their sphere of influence. It also asks for a specific kind of referral that relates to the story. This gets the client to really think about who they know who could fit the situation you’re describing.

Photo: The purpose of the photo is NOT to show off your floors. It’s to show real, live, flesh-and-blood clients who are thrilled with your services. (Your showroom,

your samples, and your product literature are the places to show off your floors.) You'll see that the photos are just amateur snapshots, and some of them don't even show the flooring. This is done ON PURPOSE. If you hire a professional photographer to take perfect photos of clients on their new floors, people will think you hired actors. It doesn't look real. Instead, just take snapshots with a digital camera. They should be very candid and look like photos from your kid's birthday or Christmas. In fact, if the client looks a little dorky or they're not photogenic, that's even better. People can relate to that. It looks like real human beings who have used your store, not touched-up models. The photo can be of the client standing on their new floor, but it's not necessary. It can be in front of their house, your store, in your showroom. It really doesn't matter. YOU and your SALES STAFF should also stand in the photos whenever possible with your clients.

***Confidential Case Files**

True life stories from the files of real, live Clients of Jim Armstrong & Jimbos Floors

*Read what your friends, relatives, neighbors, and co-workers
are saying about me and my Team!*

(*All names used by permission)

Jimbo's Floors

Home of the No Regrets Guarantee: If you don't like it, I'll replace it FREE!

2779 Park Ave., Suite 201/Yuba City, CA 95993
530-123-4567



Jim Armstrong
Owner of Jimbo's Floors

How To Choose A Floor Covering Dealer

Dear friend and client,

I have found that there is a lot of confusion when people look for a floor dealer. There are literally thousands of dealers in the United States, and trying to find one that is honest AND knowledgeable can be a daunting task for the average consumer. Choosing from the vast ocean of dealers advertising on the radio, television, mail and internet can be overwhelming.

For most people, buying new flooring is the single largest interior decorating decision they will ever invest in. Choosing a professional, knowledgeable, and honest dealer who can help you decide among the tens-of-thousands of flooring options is critical.

So how do you find a truly professional dealer? Especially when they ALL say things like "Number one in customer satisfaction," and "We have the lowest prices," and "Lifetime warranty"?

When deciding, here are five questions you should ask any dealer before agreeing to anything:

- 1. Do you offer a No Regrets guarantee? If I'm not happy with the flooring will you replace it free in the first 30 days?**
- 2. Do you have a lifetime warranty on all your installations? And can I see it in writing?**
- 3. Are your installers licensed and certified? And can I see their credentials?**
- 4. Do you offer "Stain Proof" carpet?** Remember: there are no warranties that guarantee carpets to be "stain proof." If the dealer says yes, they are either incompetent or dishonest. Find another dealer.
- 5. Can I see a list of references?** This is probably the most important question. References are simply the ONLY way you can tell ahead of time if you are working with an honest, competent dealer. If they balk, or refuse, find another dealer.

And above all, get all of these in writing.

With that in mind, in the following pages you are going to see real life stories of clients who have actually used Jimbo's Floors. Some of these stories were originally published in my monthly newsletter, and are re-printed here.

I hope this helps, and I look forward to being your "Flooring Consultant For Life."
At Your Service,

Jim Armstrong
530-123-4567

For more information on finding the right dealer, see my free booklet "The Consumer's Guide To Floor Covering." You'll learn how to avoid predatory dealers, 7 costly misconceptions about flooring, and 6 mistakes to avoid when choosing a dealer. If you don't have a copy, give me a call and I'll be glad to send one to you.
530-123-4567

Testimonial Snippets

**A quick look at what just a few of my
super-satisfied clients had to say about my services!**

“Jim—you already know we think you’re great—we refer you all the time and will keep doing so! Our new carpet looks awesome!”

-Mike & Julie Nickel, Firefighter & Office Manager, Live Oak

“I recently found the home of my dreams. I was feeling a little overwhelmed trying to decide which kind of floor would be best. Add that to the experience of buying my first home and I was feeling very stressed. I visited Jimbo’s Floors and met Roberto. He could tell I was stressed, so he took the time to do a Design Audit that really helped in picking the right floor. He also kept in touch during the whole installation process as well as Sheryl, the Project Coordinator. Then to top all of this, I received a nice surprise package from Roberto when he visited after I moved in my new house. Roberto and Sheryl are both topnotch professionals. They are detail oriented and handled every step of the buying and installation process as if it was their own. The carpets make the house look brand new...they’re great! I believe in having as stress-free an environment as possible and having Roberto and Sheryl at Jimbo’s Floors handle my flooring was a pleasure. If ever I need flooring, it’s Jimbo’s Floors. Thanks Roberto and Sheryl. Sincerely,”

-Jeanne Stiller, Loan Dept. of Bank of America, Yuba City

“My new laminate floors in my kitchen and dining room are beautiful. I was treated with respect and courtesy as a single woman raising a daughter. I genuinely felt that Jim Armstrong and his staff display concern for my flooring needs and were a guiding light for me. I recommend his service to anyone looking for a supportive, positive experience.”

-Marsha Avalos, School Teacher, Yuba City

“Dear Jim, I would like you to know that we were very impressed with the way that you do business. It is literally a throw back to a time when service and professionalism truly meant something, and unfortunately is all but forgotten in today’s business world. Specifically, I would like to thank you for your efforts throughout our entire floor-buying process. Your honesty, quick response, and communication were a welcome change from all of our previous flooring experiences. Please know that my wife and I have spoken of this to everyone we know if the subject arose, and we will continue to do so. You will indeed be our “flooring consultant for life.” Thank you again for reminding me that some people still do business the right way.”

-Alex & Jennifer Johnson, General Contractor and Home Maker, Marysville

“We recently went to Jimbo’s Floors for new tile for our bathroom, and we’re thrilled with the results! This is our third time using Jimbo’s. Jim Armstrong makes you feel like you’ve known him forever, making you feel right at home from the start. Jim will never make you feel uncomfortable for asking questions and he’ll do anything in his power to accommodate your needs. When you do business with Jim and the staff at Jimbo’s Floors, you will be treated like royalty. Our experience was painless and very professional. Jim is not only our flooring expert, he’s a friend. That’s how he makes you feel. With our sincere Thanks!”

-Marvin and Sandy Moeller, owners of Sierra Landscaping, Yuba City

“From the very first time I met Jim and Sheryl, and the rest of the staff, I was made to feel very comfortable. I thoroughly enjoyed the friendliness and personability of the staff at Jimbo’s throughout the entire installation process. I get tons of compliments on my new hardwood floors! I’m super happy!”

-Andy Koch, Architect, Yuba City

“Jim and his sales staff have the ability to listen and then offer many solutions. We especially liked the Design Audit. It really helped us narrow down our options and find the right flooring for our needs. We have three kids and a dog, and Jim’s recommendation to put laminate in the hallways and carpet everywhere else was really helpful. It looks great! I can’t wait to host this year’s family Christmas get-together. Also, we were treated like royalty! From the moment we walked into Jimbo’s and were asked if we wanted coffee or soda, to meeting with Jim’s salesperson, Roberto in the design room, to the installation, and the surprise gift afterwards, the service was top-notch. Roberto’s personal touch is how he wants to educate his clients and keep them forever. He put us at ease and gave us confidence that we were serving our family wisely by choosing Jimbos! Thank You!”

-Chuck and Sonya Laney, Plumber and Seceretary, Yuba City

“We appreciated the Thank-you letters and the gift card. What a pleasant surprise! Roberto was very professional and easy to get along with. He always responded in a timely manner. Thank you for keeping us involved in the entire process. We were never left in the dark. You always kept us up to date and the entire process was completed in a very timely manner. You made us feel like we were your favorite clients! Oh, and the carpets are fantastic!”

-Ben and Laura Ubert, Pharmaceutical sales and Home Maker, Gridley

“If I know of any of my friends that are looking to re-carpet their home, and I will certainly recommend Jimbo’s Floors. Thanks again, Jim, Sheryl and Roberto, for everything.”

-Jeanette Ellington, Nurse, Marysville

“My husband and I were referred to Jimbo’s by our Realtor after we experienced on going “nightmares” with the flooring store we originally had. We were told that if we wanted someone that was “phenomenal” and that would “hold our hand” and see us through until the very end and she knew the perfect person to do that for us. Roberto Gonzales of Jimbo’s Floors was that perfect person! He turned the nightmare we were having into an enjoyable process in purchasing flooring for our new home. He informed us of things we were completely unaware of and completely demonstrated the true meaning of customer service. He treated us like family and continues to do so even after our new hard wood floors were installed. They look AWESOME! We will be referring everyone we know to Roberto and Jimbo’s Floors!”

-Barry & Dianna Waller, Retired, Yuba City

“My tile and laminate look fantastic! Throughout the process, Sheryl always returned my phone calls and kept me updated on the progress of the new floors. She kept track of all the little details—I didn’t have to worry that something was going to be missed. A couple of problems came up during the installation, and I was so happy that Sheryl worked hard to make sure they were resolved. My experience with Jimbo’s Floors was fantastic! Thank you Sheryl for doing such a great job! I will recommend you to everyone I know!”

-Eva Sibley, Social Worker for Sutter County, Yuba City

“Jim, we will be your customer’s for LIFE! Thanks for all you do for us!”

-Norm and Christine Roseboro, Retired, Yuba City

“The new carpets make the whole house look like a new home! Our dealings with Jim Armstrong & the Team @ Jimbo’s Floors have always been First-Class!! We think he is genuinely interested in providing the absolute best service to his clients in terms of straight forward advice, fitting the correct product to a given client’s needs, honesty and a very personable demeanor at all times. He has helped us greatly and we would recommend him to anyone.”

-Joe & Michelle Pace, Sales Rep for Hust Bros. and Home Maker, Yuba City

“We have known Jim for about 10 years now and he has always been honest, and he will always let you know if some thing is wrong or right. Also always has time to talk to you and take the time to explain what you want to know.”

-Jeremy & Danielle Campton, Attorney & Home Maker, Live Oak

“Dear Jim, thank you for your help with the purchase of our hard wood floors! This is the third time we have obtained flooring through Jimbo’s Floors, and the reason we keep choosing to work with you is because we have such a comfort level with your service. We have discovered that getting flooring can be very complicated and, for someone not in the business, very confusing. You always explain all the details of the products we are considering so we know exactly what we are getting. You are extremely organized and we never have to worry about details being missed, and you kept us updated throughout the process. We also appreciate the extra steps you took to get the installation done when problems arose. And we get many compliments on our new hardwood floors!

We have already referred several close friends to Jimbo’s Floors, and we will continue to do so. Thanks, Jim!”

-Brad & Peggy Owens, Heavy Equipment Operator and Dental Hygenist, Yuba City

“This is our 2nd flooring purchase thru Jimbo’s Floors and once again it was painless! Thank you for your great service and we have highly recommended your services to other people. On a scale of 1-10, with a 10 being the best, we would rate the courtesy of your staff as a 10. Thanks again for the beautiful carpets!”

-Chad & Michelle Lamar, owners of A better Look hair salon, Yuba City

“Jim,... if anyone asks me about flooring I will certainly give them your name! You provided me with a painless process. After our initial meeting, I found the opportunity to work with you and Sheryl via continued emails very pleasant. The timeliness of your responses was much appreciated. These emails helped you and Sheryl provide a degree of personalized service far superior to larger stores I have experience with. I felt in constant touch and never had any lingering questions while I was "in process". Highly recommended!”

-David Kuvelis, X-Ray Technician at Fremont/Rideout Health Group, Yuba City

“This is the 2nd time I’ve used Jimbo’s Floors and Roberto Gonzales. I contacted Roberto for floors when I was moving into a new home. He co-ordinated with the Realtor to make sure the floors were installed on time. When the purchase closed escrow, I was able to begin moving my furniture in within 2 days, and my new carpets looked fantastic! Way to go Roberto!”

-Wayne Jens, Dentist, Yuba City

“Dear Roberto, we’d like to thank you for always being available to answer our many questions about the floor-buying process. Your availability and your expertise gave us the answers we needed to get flooring for our first home. Because this was our first time buying a home and new floors, we had many questions. Whether meeting face-to-face or speaking over the phone, we always felt you gave 100% of yourself to our needs. Thank you for helping us find what turned out to be beautiful laminate. The area rug you recommended looks great in the dining room. You’re the best.”

-Jonathan & Marie Lavenan, Software Sales and Paralegal, Marysville

“Jim, I just received the surprise package from Roberto when he stopped by. It will be used, believe me! If I don't use it myself, I have a daughter, son-in-law and grandson who will enjoy the candy and popcorn! The movie will definitely be mine--although I may share it with them (their TV, you know!) Also, a big thank you to both you and Sheryl for getting my floors done in time for Thanksgiving. I really doubted it could be done. But you both proved me wrong and I appreciate it! I'll be happy to recommend you to anyone who may need your help in the future. Thanks again!

“P.S. Everyone raved about the new hard wood!”

-Janet Narducci, Home Maker, Gridley

“I refer all my clients to Jimbo’s Floors. You have my full confidence and trust!

-Janey Needham, Accounting Dept. at Geweke Ford, Yuba City



How Barry & Diana's Installation Nightmare Turned Into A Dream Come True!

Dear Friend,
Just a quick note to let you know that we can help you or anyone you know purchase flooring for your new home!

Barry & Diana were buying a new home, but it needed flooring. They called a store out of the Yellow Pages, but they soon ran into problems that caused a lot of delays. Their Realtor, Jan King, referred them to us and we were able to get new hardwood floors installed in time for their move-in date. Here is what Barry & Diana had to say about my service:

"My husband and I were referred to Jimbo's by our Realtor after we experienced on going "nightmares" with the flooring store we originally had. We were told that if we wanted someone that was "phenomenal" and that would "hold our hand" and see us through until the very end and she knew the perfect person to do that for us. Roberto Gonzales of Jimbo's Floors was that perfect person! He turned the nightmare we were having into an enjoyable process in purchasing flooring for our new home. He informed us of things we were completely unaware of and completely demonstrated the true meaning of customer service. He treated us like family and continues to do so even after our new hard wood floors were installed. They look AWESOME! We will be referring everyone we know to Roberto and Jimbo's Floors!"

-Barry & Diana, Retired, Yuba City



**Barry & Diana on their beautiful new
hardwood floors!**

At Your Service,
Jim Armstrong
Jimbo's Floors/530-123-4567

P.S. Who is the next person you know who is thinking of buying a new home and would like beautiful new floors AND a painless installation process? Can I count on you to pass this flyer along to them? You will be doing them a tremendous favor by referring them to a company they can trust!



Bill & Janet Got Their Beautiful New Floors Just In Time For Thanksgiving!

Dear Friend,

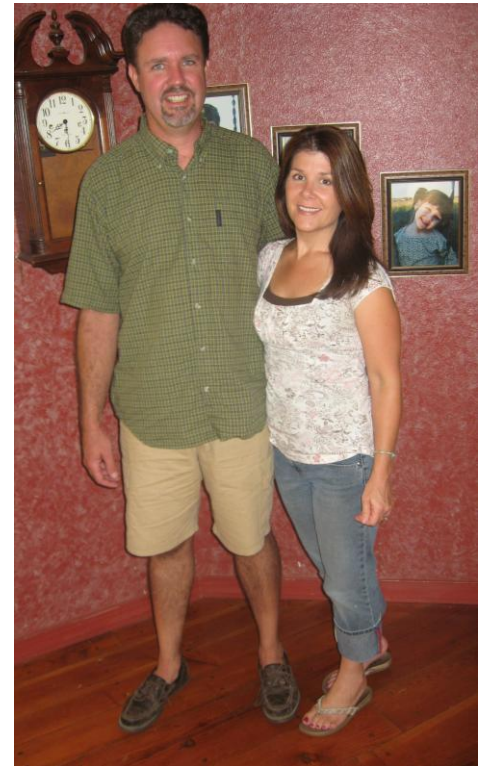
Just a quick note to let you know that I can help you or anyone you refer who needs new flooring.

Bill & Janet were going to host their first family Thanksgiving dinner for the first time in five years. Janet's parents were flying in from the East Coast, and she wanted to make it really special for them. About a month before Thanksgiving, Janet visited my store. She really wanted hard wood but was absolutely convinced that they wouldn't have enough time to get them installed, and was about to opt for carpet. We assured her that we could get the floors done on time for Thanksgiving and her parent's visit. Here is what Janet had to say about our service:

"Jim, I just received the surprise package from Roberto when he stopped by, and want to thank you for it. It will be used, believe me! If I don't use it myself, I have three kids who will enjoy the candy and popcorn! The movie will definitely be mine--although I may share it with them (their TV, you know!) Also, a big thank you to both you and Sheryl for getting my floors done in time for Thanksgiving. I really doubted it could be done. But you both proved me wrong and I appreciate it! I'll be happy to recommend you to anyone who may need your help in the future. Thanks again!

"P.S. Everyone raved about the new hard wood!"

-Janet Narducci, Home Maker, Gridley



**Bill & Janet Narducci
On Their New Floors**

At Your Service,

Jim Armstrong

Jimbo's Floors/530-123-4567

P.S. Who is the next person you know who needs new flooring for a holiday party or family gathering? Can I count on you to pass this flyer along to them? You will be doing them a tremendous favor by referring them to a company they can trust!



Jeanne Wasn't Sure What Kind Of Flooring To Choose...But Now She's Living On The Floors (and in the home) Of Her Dreams!

Dear Friends,

Just a quick note to let you know that I can help you or anyone you know with their floor covering challenges.

After years of renting, Jeanne finally had the opportunity to buy her own home. The house she chose had been a rental and the floors were in really bad shape and needed to be replaced. Jeanne visited our store, but really had no idea what she wanted. My sales manager, Roberto, did a Design Audit for Jeanne which walked her through a series of lifestyle and decorating questions that helped narrow the thousands of choices to the best one for her unique situation. It made the selection process quick and "headache free." Here is what Jeanne had to say about our service:

"I recently found the home of my dreams. I was feeling a little overwhelmed trying to decide which kind of floor would be best. Add that to the experience of buying my first home and I was feeling very stressed. I visited Jimbo's Floors and met Roberto. He could tell I was stressed, so he took the time to do a Design Audit that really helped in picking the right floor. He also kept in touch during the whole installation process as well as Sheryl, the Project Coordinator. Then to top all of this, I received a nice surprise package from Roberto when he visited after I moved in my new house. Roberto and Sheryl are both topnotch professionals. They are detail oriented and handled every step of the buying and installation process as if it was their own. The carpets make the house look brand new...they're great! I believe in having as stress-free an environment as possible and having Roberto and Sheryl at Jimbo's Floors handle my flooring was a pleasure. If ever I need flooring, it's Jimbo's Floors. Thanks Roberto and Sheryl. Sincerely,"

-Jeanne Stiller, Loan Dept. of Bank of America, Yuba City



Jeanne Stiller, a proud new home owner with new floors to boot!

At Your Service,

Jim Armstrong

Jimbo's Floors/530-123-4567

P.S. Who is the next person you know who needs new flooring but is feeling a little overwhelmed? They not be aware of all their options and how we can help them. Can I count on you to pass this flyer along to them? You will be doing them a tremendous favor by referring them to a company that can make the process easy for them!



Baby Samuel Has Beautiful, Clean, New Floors To Go Along With His Beautiful New House!

Dear Friends,

Jim Armstrong, your flooring consultant here! I wanted to write you a quick note to let you know that I can help you or anyone you refer when you need flooring!

Jonathan and Marie were living in an apartment when little Samuel was born. They decided it was time to get their own home. Because of the baby, they did not want to move into a home with old flooring, so after they found a house they liked, they came to Jimbo's Floors. My Sales Manager, Roberto, did a Design Audit for them (like we do for all our clients) to help them select just the right flooring for baby Samuel. We coordinated with the Realtor, and after the purchase was finalized, we had the new floors installed within two days. Here is what Jonathan and Marie had to say about our service:

"Dear Roberto, we'd like to thank you for always being available to answer our many questions about the floor-buying process. Your availability and your expertise gave us the answers we needed to get flooring for our first home. Because this was our first time buying a home and new floors, we had many questions. Whether meeting face-to-face or speaking over the phone, we always felt you gave 100% of yourself to our needs. Thank you for helping us find what turned out to be beautiful laminate. The area rug you recommended looks great in the dining room. You're the best."

**-Jonathan & Marie Lavenan, Software
Sales and Paralegal, Marysville**

At Your Service,

Jim Armstrong

Jimbo's Floors/530-123-4567

P.S. Who do you know who has small children and would like new flooring? Or is moving into a new home? Can I count on you to pass this flyer along to them? You will be doing them a tremendous favor by referring them to a company that can make the process easy for them!



Baby Samuel With His Parents
Jonathan & Marie Lavenan

Referrals

Hopefully as you work through these modules, your thinking has begun to shift from chasing new clients, to investing time, energy and money into farming your herd of past and present clients for repeat and referral business. There is nothing wrong with going after new clients—and you’re going to learn powerful, outside-the-box strategies for doing that—but even with the BEST strategies, it’s very expensive in time, energy and money to slug it out in the general marketplace where they eat their young every day!

One of the reasons to build and maintain a herd is to farm that herd for referrals. It’s true! Word of mouth is the absolute, hands-down best form of marketing in existence. It’s the best for several reasons.

First, people who are referred to your store are already “pre-sold” on your service. Whoever referred them has already sold them on the idea that your store is the best. This kind of client is so much easier to sell to than a cold prospect.

Second, you get the “halo” effect. Other people saying how great you are always sounds better than you saying how great you are. When other people brag about you and refer their friends, they are giving you a halo. They are making you look good without you saying a word.

Third, skepticism is very low. After all, if their brother-in-law, or aunt, or best friend uses your service, you must be pretty darned fantastic!

Fourth, referrals tend to have little or no price resistance.

Fifth, referrals cost you almost nothing. Gaining a new client through direct mail, or any other marketing, is very costly. Many businesses barely break even on the first sale to a new client because it cost so much to acquire them. They only make money from the client through subsequent sales. With referrals, you eliminate this cost.

This is extremely powerful, but most business owners miss it. Think about it. With a referral, you are being handed a pre-sold, non-skeptical client with low price resistance who sees you with a “halo”...and it costs you nothing!

The ONLY reason to do cold marketing is to gain a new client so you can put them into your herd and farm them forever for repeat and referral business. If you don't have systems set up to maintain, protect and farm your herd, you have NO BUSINESS doing any cold marketing.

Your ultimate goal should be to become 80%-100% repeat and referral driven with very little cold marketing. By implementing the systems in this kit, this is a very real and achievable goal. Many businesses have successfully accomplished this. By becoming completely referral driven, you eliminate 90% of your marketing costs!

Referrals are so valuable, in fact, that you should not passively wait for your clients to send you referrals. But that's exactly what most floor dealers do. At best, referrals are a "happy accident."

As a Club member, you're going to learn powerful strategies to change all that. Never again wait for referrals to happen accidentally. This system consistently farms referrals from your herd of clients.

You want to reward the people who send you referrals. A small, token gift is all that's necessary. A gift, plus recognition, will re-enforce this behavior. You want to recognize all the people who refer in your newsletter and on your brag wall. Have a special section thanking those who referred that month.

Here are some good referral rewards plus strategies to use with each reward:

- Movie passes.
- \$20 in cash. If you give cash, use \$2 bills. Why? Well, \$2 bills are unusual, so each time someone pulls out a bill to spend it, they will think of your store and your referral program. Also, you can increase the reward to \$40 for every 4th referral. This gives them something to work towards.
- Gift certificate to a local mall.
- Gift certificate to a restaurant.

Some people balk at the idea of giving referral rewards. They think that it's not ethical. They think people should refer on their own, with no incentive from you.

This is utter B.S.!

People are doing you a GIGANTIC favor when they refer someone. There is absolutely nothing wrong with giving them a reward to show your appreciation, and to encourage them to do it again.

Also, don't worry about the cost of these small rewards. Here's why:

If you haven't done it already, I want you to track what caused every walk-in to come to your store. You'll need to keep a tracking form at the reception area that all salespeople and staff have access to. No prospect is to leave your store without being asked what prompted them to visit. After a month you'll see what's driving your clients to your store.

Let's say you're running a monthly circular in your local paper, and it's costing you \$5,000 per month. Over a one-month period you discover that 8 people walked into

your store, and one purchased a \$3,000 flooring job. This means it cost you \$625 just to get someone to walk in your door; and on top of that you actually lost \$2,000 that month. Do the same calculation for yellow pages, ads, radio, television and anything else. I'll bet you the biggest steak in Texas that you'll be appalled at the numbers. If every business owner did this kind of tracking, you would see gigantic changes in the money spent on advertising because everyone would realize how abysmal their return on investment actually is.

Now, compare that with the cost of a referral reward. I would buy new flooring clients all day long for \$20 apiece! Actually, I would gladly pay \$100 each. Referral rewards are not an expense, they are a wise investment.

Because cold marketing (even GOOD cold marketing) is so expensive, once you begin to track where your clients are actually coming from, you will find yourself becoming more and more enthusiastic about investing in farming your herd.

On the next pages are two forms that are part of your Referral Rewards program.

Referral request form. The salesperson gives this to the client during the follow up visit after the installation.

Letter to referrals. Send this letter to all the people who were referred to you.

After the forms I give you a sample script for asking for referrals.

How You Can Give Your Friends And Relatives A Free Gift And... Get A Night Out At The Movies...My Treat!!!

Dear Friend and Client,

You may not know about the fabulous referral reward program that we offer to our clients. It works like this:

As you probably know, advertising is very expensive. Instead of paying the newspaper or other place to advertise, I'd rather reward you. So I've assembled my **Referral Rewards Program**. Every time you refer someone who becomes a client, I will send you a gift certificate for two passes to the **Movies-8 Cinema**. And Hey! What's a movie without popcorn? The gift certificate will also cover a big box of hot, buttered popcorn and sodas!

A \$100 Gift From You To Your Friends

I will send every friend or relative that you refer a FREE **YOUR STORE** gift certificate for \$100 in your name!

Do Your Friends A Huge Favor!

Many of my clients came to me after having a bad experience with a floor covering company. You will be doing your friends a gigantic favor by referring them to a company they can trust!

What To Do Right Now

It's simple. Just fill in the blanks on the back of this sheet for each friend, neighbor, relative, or acquaintance you want to refer.

Bonus Reward!!

If you fill out all 10 name, address, and phone spaces and turn it in today, you will receive \$25.00 worth of **YOUR STORE** Bucks! You can use these just like cash next time you purchase spotter, floor mats or any other products from us!

Look at this—

Special Thanks To All Who Referred Us.

Karen McConnell
John & Cathy O'Shea
Lucy Prall
Dena Mannee
Debbie Clay
Ted Edmunds
Pat Griffiths
Lisa Olivera
Karisa Hawes
Judy Tenney
Kelly Sabo
Sandy Berg
Mike Palmquist
Bobbie Cooper
Fran Rex
Sharon Davis
Anne Fitch
Mary Moore
Tara Safdar
Tammy Houston
Kim Ruccione
Barbara Douyon
Kari Ball
Ruth Bishop
Gayle Smith
Jennifer Smith
Rita Buttacavoli
Melanie Deal
Jeff & Kim Miller
Marie Sprague
Dana & Gail M.

Referral Form On Reverse Side

YOUR STORE INFO

Your Name _____ Your Phone _____

Your Address _____ City, Zip _____

Enter The Names Of Your Friends On The Lines Below
(You may attach more sheets if necessary)

Name _____

Name _____

Address _____

Address _____

City, Zip _____ Phone _____

City, Zip _____ Phone _____

Name _____

Name _____

Address _____

Address _____

City, Zip _____ Phone _____

City, Zip _____ Phone _____

Name _____

Name _____

Address _____

Address _____

City, Zip _____ Phone _____

City, Zip _____ Phone _____

Name _____

Name _____

Address _____

Address _____

City, Zip _____ Phone _____

City, Zip _____ Phone _____

Name _____

Name _____

Address _____

Address _____

City, Zip _____ Phone _____

City, Zip _____ Phone _____

If you really liked our service, I would like to hear about it! (I also want to know if there is something you were unhappy with!) On the lines below, write 1 or 2 things that you especially liked about **YOUR STORE**.

NO, please do not use my name in your promotional material.



Enclosed Is A \$100 Gift Certificate From **CLIENT NAME**

YOUR NAME

Owner of **YOUR STORE**

Dear **REFERRAL NAME**,

Hi! My name is **YOUR NAME**, owner of **YOUR STORE**. I specialize in knocking the socks off my clients with World Class Floor Covering Service!

Recently we installed new floors for **CLIENT NAME**. What a difference! The floors look amazing!

In Fact...**CLIENT NAME** was so impressed with our World Class Installation service, and the beautiful finished floors, that they wanted to introduce **you** to **us** by giving you a free gift!

Congratulations On Your Free Gift!

Enclosed is a **YOUR STORE gift certificate for \$100.** This gift certificate is good for any purchase over \$2,500. If your purchase is from \$1,000- \$2,500, you'll get dinner for two at **RESTAURANT**. Under \$1,000 and you'll get a gift certificate to Starbucks and a FREE spotting kit. How many times have you gotten mustard, or pet urine, or wine on your carpets and not known what to do about it? Or made a bigger mess by using those "grocery store" spotters? Well, your FREE kit comes with four different spotters and complete instructions on how to get out even super-tough spots. It's great for auto upholstery, too!

But you must hurry! This FREE gift certificate for \$100 is only good until 5:00 P.M. on Friday, DATE 30-DAYS AWAY. Come by the store right away so you won't miss out on this rare opportunity.

3 More Reasons To Choose **YOUR STORE**

#1. You are protected by my "No Regrets Guarantee"
You'll love your new floors or I'll replace them ...FREE!

Here's how the "No Regrets Guarantee" works: if at any time during the first 30 days after installation you decide you don't like your new flooring for whatever reason, just let me know. I'll replace the materials free of charge. (With an outrageously good guarantee like this, I can't include the cost of installation, so you'll have to cover that.)

I offer this amazing guarantee because you're going to have your new floor for a long, long time, and I don't want you to have to live with a choice you'll regret. I want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, I'll replace it one time

free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

If you walked into any other flooring store and asked them for a guarantee like this, they will probably laugh and tell you “no way!” So how can I offer such a powerful guarantee? I couldn’t unless I was absolutely confident in the quality of my products and service. I am confident, and you will be, too...I guarantee it!

#2. I Make The Entire Process Fun, Easy and “Headache” Free!

Unfortunately we’ve all heard the nightmare stories about buying flooring. Well, to turn the nightmare into a “dream come true,” I have developed a World Class Installation System. I specialize in knocking the socks off my clients with the most elegant, gorgeous, beautiful flooring they have ever had, **AND** making the entire process fun and “Headache Free”! Here’s what you’ll enjoy during my World Class Installation System:

Free Design Audit—This is a diagnostic tool that allows my expert floor consultants help you choose the right floor for your decorating taste and lifestyle. They’ll walk you through a series of questions that will help narrow down the thousands of options to the two or three that exactly match your unique situation. They’ll also give you a written, customized “maintenance” plan with their professional recommendations for getting the longest life and beauty out of your floor.

You’re kept updated throughout the process—From the time you select the product until after it’s installed, you will be contacted no fewer than six times by phone and by mail. You’ll never have to wonder what’s happening with your flooring.

Installer professionalism guarantee—**YOUR STORE** installers are neat, clean, well-groomed, well-spoken and professional. They are trained and certified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall and corner guards, shoe covers and drop cloths. You’ll receive the highest-quality installation in the business. And after they’re finished, they will leave your home as neat and clean as when they arrived!

#3 Lifetime Installation Warranty

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or “manufactured” in your home. This makes the installation critical. I offer a lifetime installation warranty at **YOUR STORE**. You NEVER have to worry about something going wrong with the installation. If it does, I’ll fix it FREE! And I’ll do it quickly.

HURRY! Bring the enclosed gift certificate to my store by **DEADLINE!**

I’m looking forward to meeting you!

At Your Service,

YOUR NAME/TITLE

P.S. Enclosed is your FREE **YOUR STORE** gift certificate for \$100. But you must bring it by **YOUR STORE** by **DEADLINE!**

P.P.S. You are protected by our exclusive “No Regrets Guarantee.” If you decide during the first 30 days that you are unhappy with the product you selected, I’ll replace it FREE!

Asking for the referrals

Go over the Referral Rewards program which is explained on the Referral Request form.

Script: *“I’d like to tell you about our Referral Reward program. It’s a way you can get free night out at the movies and give a free gift to your friends.”*

Go through each of the benefits, including the Bonus Reward for filling out all ten names.

Request a testimonial. On the Referral Request form is a page for a testimonial. When you get to this part of the form say, *“I need your help. I’m looking for ways to expand my business and a testimonial from you would really help. You seem very pleased with the service you received; would you mind giving me a testimonial?”*

After the client completes the form, ask her which of those people needs flooring right now. *“Which of these people could benefit from my floor consulting services right now?”*

If they identify someone on the list as likely to need flooring right then say, *“What can we do right now to make sure she has an opportunity to meet and speak with me?”*

Questions to ask about the person that was just referred:

- What is your relationship with this person?
- What are their flooring needs right now?
- What do you most like about this person?
- Will you contact them and get their permission for me to call them?

Introduction call to the referral—before calling, send her the referral letter.

Salesperson: Hi, this is John Smith. Is this a good time to talk for a minute?

Prospect: Okay.

Salesperson: Great. Recently I had the privilege of helping Jane Doe get beautiful new flooring for her kitchen and dining room. During the course of working with her, your name was mentioned. Jane was very complimentary of you; she said (whatever nice things the client said about her.)

Prospect: That's really nice! She said that about me?

Salesperson: Yes. She also said you might be interested in getting new laminate for your living room. Did you get the letter and gift certificate I sent you?

Prospect: Yes, and I could really use it right now.

Salesperson: Okay. Well, as I mentioned in the letter, I give all of my clients a Free Design Audit. This helps us narrow the thousands of options down to the best two or three for your unique situation. That way you can be 100% confident that you're getting the flooring that's just right for you. Are morning or afternoon appointments the best for you?

Referral contest

This contest will give you a jump-start on obtaining referrals and should generate some immediate business. Never run more than one contest at a time or you'll confuse your clients. Also, space contests at least 1-2 months apart.

On the next pages are the letters in the campaign. This is a 3-letter sequence. Do this as a one-month contest. Make the deadline 30-days away and send one letter each week.

\$200 REWARD

Win Big In **YOUR STORE'S** Referral Sweepstakes!!
AND...give your friends and relatives a FREE gift!

There are 3 ways to win:

1. Whoever submits the most referrals wins \$200 in cash!
2. For every referred person who becomes a client, I will send you and a friend to a night at the movies. You'll get a gift certificate to the Movies-8 Cinema for two movie passes. And hey! What's a movie without popcorn? The gift certificate will also cover popcorn and sodas!
3. Every person who submits 10 or more names will receive a \$25 gift certificate to **YOUR STORE!**

There's One Small Catch...

I will send each friend you refer a \$100 gift certificate for **YOUR STORE**. The gift certificate is only for new clients who own their own homes. This is a free gift I will give to your friends in your name, but I can only afford to do this once. So they must be first time clients and homeowners.

Please! Help me to help your friends. They win, you win, and I get a new client. Thank you!

What To Do Right Now

It's simple. Just fill in the blanks of the referral form on the next page for each friend, neighbor, relative, or acquaintance you want to refer, and get it to our store before the deadline. You can fax, mail or hand-deliver it.

(Deadline is **DATE 30 DAYS AWAY** At 5:00 P.M.)

You Can Mail Your Entry To:

YOUR STORE NAME

ADDRESS

Or Fax Your Entry: **FAX NUMBER**

Look at this—

Special Thanks To All
Who Referred Us.

Karen McConnell
John & Cathy O'Shea
Lucy Prall
Dena Mannee
Debbie Clay
Ted Edmunds
Pat Griffiths
Lisa Olivera
Karisa Hawes
Judy Tenney
Kelly Sabo
Sandy Berg
Mike Palmquist
Bobbie Cooper
Fran Rex
Sharon Davis
Anne Fitch
Mary Moore
Tara Safdar
Tammy Houston
Kim Ruccione
Barbara Douyon
Kari Ball
Ruth Bishop
Gayle Smith
Jennifer Smith
Rita Buttacavoli
Melanie Deal
Jeff & Kim Miller
Marie Sprague

Referral Form On Reverse Side

Your Name _____ Your Phone _____

Your Address _____ City, Zip _____

Enter The Names Of Your Friends On The Lines Below
(You may attach more sheets if necessary)

Name _____

Name _____

Address _____

Address _____

City, Zip _____ Phone _____

City, Zip _____ Phone _____

Name _____

Name _____

Address _____

Address _____

City, Zip _____ Phone _____

City, Zip _____ Phone _____

Name _____

Name _____

Address _____

Address _____

City, Zip _____ Phone _____

City, Zip _____ Phone _____

Name _____

Name _____

Address _____

Address _____

City, Zip _____ Phone _____

City, Zip _____ Phone _____

Name _____

Name _____

Address _____

Address _____

City, Zip _____ Phone _____

City, Zip _____ Phone _____

If you really liked our service, I would like to hear about it! (I also want to know if there is something you were unhappy with!) On the lines below, write 1 or 2 things that you especially liked about **YOUR STORE**.

NO, please do not use my name in your promotional material.

**2nd Notice!!
The Deadline To Enter
Is Less Than 3 Weeks Away!**

\$200 REWARD

Win Big In **YOUR STORE'S** Referral Sweepstakes!!
AND...give your friends and relatives a **FREE** gift!

I will pay \$200 for the preferred client who sends me the most referrals on the referral form. (The referral form is on the next page.) I will send each person you refer a \$100 gift certificate to **YOUR STORE** in your name. The entry deadline is **DEADLINE!**

Everybody Wins!

There are 3 ways to win:

1. Whoever submits the most referrals wins \$200 in cash!
2. For every referred person who becomes a client, I will send you and a friend to a night at the movies. You'll get a gift certificate to the Movies-8 Cinema for two movie passes. And hey! What's a movie without popcorn? The gift certificate will also cover popcorn and sodas!
3. Every person who submits 10 or more names will receive a \$25 gift certificate to **YOUR STORE!**

There's One Small Catch...

I will send each friend you refer a \$200 gift certificate for **YOUR STORE**. The gift certificate is only for new clients who own their own homes. This is a free gift I will give to your friends in your name, but I can only afford to do this once. So they must be first time clients and homeowners.

Please! Help me to help your friends. They win, you win, and I get a new client. Thank you!

What To Do Right Now

It's simple. Just fill in the blanks of the referral form on the next page for each friend, neighbor, relative, or acquaintance you want to refer, and get it to our store before the deadline. You can fax, mail or hand-deliver it.

(Deadline is **DEADLINE** At 5:00 P.M.)

Look at this—

Special Thanks To All
Who Referred Us.

Karen McConnell
John & Cathy O'Shea
Lucy Prall
Dena Mannee
Debbie Clay
Ted Edmunds
Pat Griffiths
Lisa Olivera
Karisa Hawes
Judy Tenney
Kelly Sabo
Sandy Berg
Mike Palmquist
Bobbie Cooper
Fran Rex
Sharon Davis
Anne Fitch
Mary Moore
Tara Safdar
Tammy Houston
Kim Ruccione
Barbara Douyon
Kari Ball
Ruth Bishop
Gayle Smith
Jennifer Smith
Rita Buttacavoli
Melanie Deal
Jeff & Kim Miller
Marie Sprague

You Can Mail Your Entry To:

YOUR STORE NAME

ADDRESS

Or Fax Your Entry: **FAX NUMBER**

Referral Form On Reverse Side

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Your Address _____ City, Zip _____

**Enter The Names Of Your Friends On The Lines Below
(You may attach more sheets if necessary)**

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City, Zip _____ Phone _____

Name _____

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Address _____

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City, Zip _____ Phone _____

City, Zip _____ Phone _____

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City, Zip _____ Phone _____

City, Zip _____ Phone _____

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NO, please do not use my name in your promotional material.

*Final Notice!!
The Deadline To Enter
is only a week away!*

You're About To Miss Your Chance To Win A \$200 Reward!!

AND...give your friends and relatives a FREE gift!

There are 3 ways to win:

1. Whoever submits the most referrals wins \$200 in cash!
2. For every referred person who becomes a client, I will send you and a friend to a night at the movies. You'll get a gift certificate to the Movies-8 Cinema for two movie passes. And hey! What's a movie without popcorn? The gift certificate will also cover popcorn and sodas!
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Pat Griffiths
Lisa Olivera
Karisa Hawes
Judy Tenney
Kelly Sabo
Sandy Berg
Mike Palmquist
Bobbie Cooper
Fran Rex
Sharon Davis
Anne Fitch
Mary Moore
Tara Safdar
Tammy Houston
Kim Ruccione
Barbara Douyon
Kari Ball
Ruth Bishop
Gayle Smith
Jennifer Smith
Rita Buttacavoli
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City, Zip _____ Phone _____

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NO, please do not use my name in your promotional material.

Next is the letter to the referrals.



your name/title

Enclosed Is A \$100 Gift Certificate From Client Name

Dear Referral Name,

Hi! My name is Your Name, owner of Your Store. I specialize in knocking the socks off my clients with World Class Floor Covering Service!

Recently we installed new floors for Client Name. What a difference! The floors look amazing!

In Fact... Client Name was so impressed with our World Class Installation service, and the beautiful finished floors, that they wanted to introduce you to us by giving you a free gift!

Congratulations On Your Free Gift!

Enclosed is a Your Store gift certificate for \$200. This gift certificate is good for any purchase over \$2,500. If your purchase is under \$2,500, you'll get dinner for two at Restaurant and a FREE spotting kit. How many times have you gotten mustard, or pet urine, or wine on your carpets and not known what to do about it? Or made a bigger mess by using those "grocery store" spotters? Well, your FREE kit comes with four different spotters and complete instructions on how to get out even super-tough spots. It's great for auto upholstery, too!

But you must hurry! This FREE gift certificate for \$100 is only good until 5:00 P.M. on Friday, Date 30-Days Away. Come by the store right away so you won't miss out on this rare opportunity.

3 More Reasons To Choose Your Store

#1. You are protected by my "No Regrets Guarantee" *You'll love your new floors or I'll replace them...FREE!*

Here's how the "No Regrets Guarantee" works: if at any time during the first 30 days after installation you decide you don't like your new flooring for whatever reason, just let me know. I'll replace the materials free of charge. (With an outrageously good guarantee like this, I can't include the cost of installation, so you'll have to cover that.)

I offer this amazing guarantee because you're going to have your new floor for a long, long time, and I don't want you to have to live with a choice you'll regret. I want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, I'll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

If you walked into any other flooring store and asked them for a guarantee like this, they will probably laugh and tell you "no way!" So how can I offer such a powerful guarantee? I couldn't unless I was absolutely confident in the quality of my products and service. I am confident, and you will be, too...I

guarantee it!

#2. I Make The Entire Process Fun, Easy and “Headache” Free!

Unfortunately we’ve all heard the nightmare stories about buying flooring. Well, to turn the nightmare into a “dream come true,” I have developed a World Class Installation System. I specialize in knocking the socks off my clients with the most elegant, gorgeous, beautiful flooring they have ever had, **AND** making the entire process fun and “Headache Free”! Here’s what you’ll enjoy during my World Class Installation System:

Free Design Audit—This is a diagnostic tool that allows my expert floor consultants help you choose the right floor for your decorating taste and lifestyle. They’ll walk you through a series of questions that will help narrow down the thousands of options to the two or three that exactly match your unique situation. They’ll also give you a written, customized “maintenance” plan with their professional recommendations for getting the longest life and beauty out of your floor.

You’re kept updated throughout the process—From the time you select the product until after it’s installed, you will be contacted no fewer than six times by phone and by mail. You’ll never have to wonder what’s happening with your flooring.

Installer professionalism guarantee—**Your Store** installers are neat, clean, well-groomed, well-spoken and professional. They are trained and certified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall and corner guards, shoe covers and drop cloths. You’ll receive the highest-quality installation in the business. And after they’re finished, they will leave your home as neat and clean as when they arrived!

#3 Lifetime Installation Warranty

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or “manufactured” in your home. This makes the installation critical. I offer a lifetime installation warranty at **Your Store**. You NEVER have to worry about something going wrong with the installation. If it does, I’ll fix it FREE! And I’ll do it quickly.

\$0 Down, 0% Interest & 0 Payments For Up To One Full Year!!

Why wait for those beautiful new floors you’ve been dreaming about? You can get the flooring of your dreams...and make ZERO PAYMENTS FOR UP TO 12 MONTHS! I make it easy to experience gorgeous new floors **right now**.

HURRY! Bring the enclosed gift certificate to my store by DEADLINE!

I’m looking forward to meeting you!

At Your Service,

Your Name/Title

P.S. Enclosed your FREE **Your Store** gift certificate for \$100. But you must bring it by **Your Store** by **Deadline!**

P.P.S. You are protected by our exclusive “No Regrets Guarantee.” If you decide during the first 30 days that you are unhappy with the product you selected, I’ll replace it FREE!

5th Module—World Class Installation System part 1—the systems

(During)

Introduction

“Whatever you do, do it so well and so uniquely that people can’t help but talk about you.”

-Walt Disney

“Wow your client.”

“Perception is everything.”

The World Class Installation Process is based on written systems. It’s a relatively simple system, but it is utterly dependent upon strict rules of engagement (ROE’s). ROE’s insure that tasks are done consistently, day in and day out, therefore insuring that clients consistently enjoy a quality experience with your store, and you and your staff enjoy a consistently stress-free work environment.

Don’t mistake simplicity for ineffective. This system is powerful and—if followed faithfully and built upon—will make your sales, service and installation process run like a well-oiled machine.

It would be impossible to craft a system that would exactly match every individual dealer who becomes a Club member with *Jim Armstrong Marketing Systems*. Therefore the World Class System is designed to do three important jobs:

1. Provide flexibility to fit ANY store. You might own a small mom and pop shop with only 2 employees, or you might own multiple stores with dozens of employees and multiple installation crews. Simply tailor the steps and the spreadsheet to match your unique situation.
2. Teach you the principles of systems. Even though there is huge variety in the size and methods of each store, the principles of any successful system remain the same regardless of where they are applied.
3. Teach you the skills to create “Micro Systems” within your business.

Micro Systems: There are literally dozens of day-to-day tasks that are repeated by you and your staff. By knowing the principles of systems, you can create a “micro system” for any task regularly done in your office. For example; a system for opening the store; for closing the store, processing accounts payable; processing accounts receivable, etc., etc., etc. **Remember: if it’s not written down, it’s not a system.** Each

time you find yourself or your staff repeating a task, write the steps down following the principles you are learning in my World Class Installation System.

“Work on your business, not in your business.”

Creating systems for every task insures that the task is done consistently and reliably, and most importantly gives you the freedom to think about more important things other than if a task is being done properly. It gives you the freedom to work on your business (develop marketing, spend time thinking strategically) rather than in your business (putting out fires, doing tasks that could be delegated, etc.).

Delegation and training is far, far easier when you have written systems. It also makes it easier to expand or sell your business.

Delegating tasks & responsibilities—handing out hats

This manual is based on a 5-person staff:

PC	Project Coordinator
MC	Marketing Coordinator
SP	Salesperson
IN	Installer
WH	Warehouse staff

My system delegates all tasks and responsibilities to these five staff members.

Stores have varying numbers of staff members. If you have fewer staff, it simply means that each staff member will be responsible for more tasks; they'll wear multiple hats. If you have more staff members, each member will be assigned fewer tasks. Assign tasks according to the number of employees.

For example, if you may not have a full-time Marketing Coordinator. You might decide that your Project Coordinator will wear that hat. If so, just make sure the PC understands that he/she will be wearing that hat and performing those tasks, and is trained accordingly. By doing it this way, when your business grows to a point that you hire a full-time Marketing Coordinator it will be much easier for the PC to train the new person and hand off that hat.

Customizing this manual

The World Class Installation System manual is on a Word file, and is written so that you can simply plug in **YOUR STORE** name and change other **HIGHLIGHTED** areas and use it as is. Or you can make modifications based on the systems you already have in place.

(NOTE: before printing the manual or any other marketing pieces, eliminate the highlights. I have had coaching clients leave them in because they thought the highlights were part of the marketing piece.)

A word of caution when making modifications: DO NOT violate the principles of business systems. Remember the goal of systems: to increase your income AND provide walk away power for you. If you are used to “baby-sitting” your store, breaking free of the baby-sitter mentality will require fundamental changes in your attitude.

How many times have you said or thought, **“If you want it done right, you’ve got to do it yourself”?** Most small business owners have, and it’s a toxic philosophy that will keep you chained up as a slave to your store. If you want freedom you **MUST** delegate. Even if your store is small with just you and your spouse running it, you must put systems in place in anticipation of delegating.

Systems give you the power to delegate and **STILL** provide World-Class client service to your clients. In fact, done properly, systems and delegation will allow you to provide even better service because you won’t be stretched so thin. By not wearing so many hats you’ll be able to focus on a few key tasks in your business and to perform these tasks with excellence.

Therefore, as you make modifications, guard against modifications that keep you in the role of baby-sitter. In fact, before making modifications, study this entire manual in its entirety so that you thoroughly understand the principles. I also recommend reading “The E-Myth” by Michael Gerber.

The Big Picture

In this manual I have put descriptions of the sales system, the installation system, and other systems. I have done so in order that the Project Coordinator will see how his/her role fits into the big picture. I recommend that you make copies of this manual for every staff member and installer so everyone on your team knows the Big Picture.

The descriptions of sales and installation in this manual don’t involve the technical, nuts-and-bolts specifics on how a carpet installation is done, or sales information on your particular products. You should already know these things as a store owner. What I focus on is providing you with unique, outside-the-box, strategies to “WOW” clients with World Class Service during the sale and installation, thus resulting in increased sales and referrals.

A Few Words About Contact Management Software

This is not a training system for how to use computer software. However, I realize that computers are a powerful and necessary tool for effective marketing. Therefore, throughout my materials, I will occasionally reference the contact management software I currently use: ACT. This is not an endorsement or even a recommendation that you use ACT. I mention it to give you examples of the jobs your contact management software should be able to perform.

I know the tasks that any marketing/contact management software needs to perform. However, I am not an expert in programming, computer networks, or any of the other nuts-and-bolts technical know-how possessed by trained computer experts. In other words I know WHAT my software needs to do, but I rely on computer experts to show me HOW to do it.

My approach to marketing/contact management software has always been to decide ahead of time what I need it to do, then talk to my computer consultants and get their input on the kind of software I need to make it happen.

I happen to like and use ACT and it meets my needs. However, before rushing out and buying ACT (or any other software program) I recommend that you determine ahead of time what your exact needs are, then consult with a computer expert. As you read through my materials, you will get a clear idea of the jobs required by your software program.

My purpose for mentioning the functions of ACT and what it can do is not to sell you on ACT. It's to show you what any system you currently have (or decide to purchase) should be able to do.

Paper-tracking vs. database tracking

Unfortunately there are so many contact-management software programs available—from generic programs like Outlook and ACT to programs specific to the flooring industry—it's simply beyond the scope of this manual to provide instructions on using a any particular database to implement the World Class Installation System.

Therefore, the World Class Installation System as laid out in this manual is based on having two things in place:

1. **Using contact management software to market to prospects and clients.** If all you can do is print name and address labels, you can make the marketing portion of the World Class Installation System work.
2. **Using paper Task Tracking sheets to track all the steps in the World Class Installation System.**

If you're a small, mom-n-pop store, this bare-bones (mostly paper) system will work fine until you grow and are able to invest in more sophisticated contact-

management software and training. If you own a larger business—and/or have the financial resources—the steps in the World Class Installation System can be totally computerized.

One reason I like ACT is it allows you to look at all the tasks for all the clients that need to be done on a given day. You don't have to physically examine the file. For example, if on Monday, July 1st you need to order product for Mrs. Smith, schedule an installation for Mr. Jones, and follow up with the distributor supplying carpet for Mrs. Duck, you can look at a single screen in ACT and it shows you all of this. It allows you to work off of a checklist. ACT is also very easy to customize.

The important things to remember are the principles of business Systems. How you implement them—whether on paper or with a computer—is up to you.

Guiding Philosophies

Principles of World Class Service

Principles are bedrock beliefs—core values—that provide the foundation for how we conduct ourselves personally and in business. The mindset of the XYZ Flooring team is formed by these seven Principles of World Class Service. Without core values, the World Class Service strategies remain mere gimmicks—they won't be the relationship-building tools that transform the way we do business, and people won't refer others to our store.

1. Learning: Progress, not perfection.

Learning is a lifelong journey because school is never out for the professional. Therefore at XYZ Flooring we engage in constant learning as we improve our skills and our systems. We look for progress, not perfection in ourselves and others.

2. Character: Character is an “inside job.” We must change on the inside before it affects our actions on the outside.

Character makes it possible to have a good life and business. We are willing to do whatever is necessary to make our actions match up with our intentions.

3. Policy: core values dictate policy

These three-questions guide us in all policy decisions:

- From the client's point of view, have we treated him/her with complete respect?
- From the client's point of view, have we surpassed his/her expectations?
- From XYZ Flooring's point of view, is it in our best long-term financial interest?

4. Commitment: we are our client's “Flooring Consultants For Life.”

People are looking for counsel from a trusted advisor, not to be pressured by a salesman. Therefore we conduct ourselves as trusted advisors for life—much like a family doctor or CPA—rather than as a salesperson for that single sale.

5. Relationships: relationships are built on trust.

As XYZ Flooring consultants we communicate sincere caring for our clients. We are willing to put aside our personal agenda for theirs. In doing so, we are able to meet their current needs as well as match their future goals with the right flooring today.(Being aware/concerned about our client’s immediate needs and future goals is a critical aspect of what we do differently here at xyz flooring.)

6. Values: quality decisions are based on core values.

Making quality decisions is possible when we are clear on our core values. As XYZ Flooring consultants, we understand our values, and make decisions that are guided accordingly, thus earning our client’s trust and respect.

7. Trust: we earn our client’s trust through truthfulness.

As trusted advisors, we are truthful with clients even when it would be easier not to be. To earn our client’s trust, we volunteer information, personal experiences, and by relating to the unique goals and desires of our clients.

Guiding Philosophy: Lifetime value of a client

Relationship oriented vs. transaction oriented

Most business and employees are transaction oriented. They only consider the value of a client during that single transaction. At XYZ Flooring we are relationship oriented and we understand the lifetime value of a client.

Lifetime value is what a client is worth to XYZ Flooring over the course of our relationship with that client, and we base all our decisions on this philosophy. This represents a small but powerful shift in thinking. Here’s why:

XYZ Flooring’s average gross revenue per transaction is \$5,000. Most companies will see a client as worth \$5,000. Here is how XYZ Flooring views the value of a client over 7 years.

Initial transaction:	\$5,000
Referral during that transaction:	\$5,000
Second referral during the interim 7 years	\$5,000
Second transaction (people replace flooring every 7 years on average)	\$5,000
Second referral during that transaction:	\$5,000
Lifetime Value	\$25,000

And that doesn’t even include the referrals that the referrals generate. If we include those, the true lifetime value could be as high as \$50,000 to \$80,000. Therefore, each and every client that walks through our door is worth anywhere from \$25,000 to \$80,000.

At XYZ Flooring, we treat every client like they are worth \$25,000 to \$80,000, because in reality they are.

Guiding Philosophy: Progress, not perfection

We will never be perfect, so “fuggettabbouddit!” However, we can constantly improve. Small daily and weekly improvements will add up over time, making XYZ Flooring more profitable and of much better service to our clients—and a much better place to enjoy your career!

A very important part of your job as PC is to take note of “rough spots” in the installation system and write them down, as well as any ideas for improving them. We also want creative input for improving any other areas in XYZ Flooring. During team meetings we will implement changes to improve these areas.

Guiding Philosophy: you are the pilot of the plane.

Buying flooring is like taking an airline flight across the country. The client has a goal to reach their destination (beautiful new flooring of their dreams) and it’s our job to get them there. As the pilot, you are responsible for all aspects of the flight—even things that are not your job. For example, it’s not your job to ship the product; that’s the manufacturer’s job. Your job is to make sure that you submit a complete and thorough order to the manufacturer so that their staff can quickly understand what we are asking from them. (“Garbage in, garbage out” theory.) And then to follow up with them to make sure the product is processed and shipped in a timely manner. If the shipment is late, we can’t go to our client and say, “Hey, sorry you’re not going to get that flooring on time for your daughter’s wedding reception at your house...even though we ordered six weeks ago. It’s the manufacturer’s fault because they lost your order and didn’t ship it!” The client doesn’t care what the manufacturer did or didn’t do. They will hold us responsible—and rightly so! They hired US to be the pilot, not the manufacturer.

So what does that mean for you? It means that all the other parties involved in the sales and installation take their cue from you. This includes:

- Outside players (suppliers, shipping companies, manufacturers, insurance companies, Realtors, etc.)
- And inside players (warehouse staff, installers, sales people, etc.)

You are directing the show. You are piloting the plane.

This does not mean you are belligerent. You always act in a professional and courteous manner. It means that you don’t allow other parties to grab the controls—not even the client. Grabbing the controls can mean:

- Blowing deadlines
- Losing documents
- Making mistakes and not correcting them promptly

- Anything that causes problems or delays with the sales and installation.

There are anywhere from 20-30 people involved in getting new flooring, and these people can cause a lot of turbulence. And just like real airline pilots we can't promise our clients we will never hit turbulence, but as the pilot of their plane we do promise them that if we hit turbulence we won't bail out on them. We will use our professional skills to pilot them safely through the turbulence and on to their destination. (The "Turbulence Letter" we send out to all our clients' talks about this.)

Guiding Philosophy: Always assume the other party is going to drop the ball.

Others will drop the ball, and it's up to us to remind them to pick it up. XYZ Flooring deals with hundreds of professionals. Some are reliable, many are not, and over time you will learn which is which. During the installation process, XYZ Flooring will interact with 20-30 other people who are directly involved with completing that particular transaction. These 20-30 people can cause a lot of turbulence during the process. ALWAYS assume that the other party will lose, ignore, misplace, delay, or otherwise not fulfill your request. This doesn't always happen—about two-thirds of the time they will fulfill your request. That means that at least one-third of the time the other party will not do their job. Think about that: *at least 30% of your requests are not going to be fulfilled the first time you ask.* This means huge delays with the installation, losing sales, losing clients—and ultimately losing thousands of dollars in revenue for XYZ Flooring!

We cannot allow the unprofessional conduct of others in our industry to negatively impact XYZ Flooring. Later, you will learn practical steps to make this philosophy a reality during the installation process.

Guiding Philosophy: If it's not written down, it's not a system.

Guiding Philosophy: Systemize the rule, humanize the exception.

You will be trained to follow a written system from beginning to the end of the installation process. Every step in that system will be logged, as well as every incoming and outgoing communication relating to each client. All stages of the process will be instantly available for review by any team member.

If a situation occurs that doesn't fit within our system, you will be trained to diplomatically handle the situation with the client or strategic alliance partner, or bring the situation to the store owner, manager, sales person or other appropriate staff member as necessary.

As the PC we are counting on you to excel in your area. After you have thoroughly mastered the system, we want your ongoing input on ways to improve. Remember: progress—not perfection.

Project Coordinator Job Description

Installation Process definition: all activities that take place from the time a client walks in through the door, the sale is made, installation, and follow up.

Your job is to coordinate all tasks in the installation process, even tasks that you do not personally perform.

Examples:

- After the sale is made and it's time to order product, you make the order.
- After the product arrives and has passed quality inspection, you coordinate the installation between the installer and the client.
- After the installation and it's time for the salesperson to make the follow up call, you schedule the salesperson with an "activity" to make the call.

In other words, you are the pilot of the plane.

NOTE: This kind of task-delegation is much easier if everyone is using a networked calendar. ACT has this ability. In the example above, the PC simply schedules the salesperson with an activity to give the client a follow-up call.

Your most important job as PC is to make three critically important things happen:

- 1. Repeat business.** Give clients a "Wow" experience so they come back.
- 2. Referral business.** Actively seek referrals and give clients a "Wow" experience so they refer others.
- 3. Peace of mind for the other team members.**

Word of mouth advertising is the best form of marketing. Period. Here are several benefits from getting clients through referrals:

- You will be financially rewarded for each referral you generate during the installation process
- We get clients for FREE! Cold marketing is incredibly expensive, so instead of exhausting our resources in newspaper ads, radio, and television, we would rather put the bulk of our time, energy and money into generating repeat and referral business.
- Prospects are pre-sold! The person referring us has just told their friend or relative how utterly wonderful our company is. They have very little skepticism and are generally ready to move forward.
- We get the halo effect. Other people saying XYZ Flooring is great is 10 times better than us saying it. It gives us a halo of credibility.
- Very low skepticism! After all, if Aunt Liz likes and uses XYZ Flooring, it must be pretty good!
- Eliminates "price shopping."

Don't miss the significance of these benefits. With a referral or repeat client we are being handed a pre-sold, non-skeptical client who sees us with a halo and who is unlikely to "price shop"...all with no marketing costs!

This is so powerful that we don't just wait passively for repeat and referral business to happen. We have the tools in place to actively seek repeat and referral business. **You will also be financially rewarded for every referral you generate during the installation process!**

You might have noticed that up till now not one word has been said about how to process an installation. This is because doing an excellent job processing is merely a tool to facilitate the three most important things:

1. Repeat business
2. Referral business
3. Peace of mind for the other team members

This doesn't mean that processing installations, or fielding phone calls, or any other task you undertake each day is not important. Far from it! What it means is that we want you to approach each task with the repeat/referral business mindset. Perform each and every task with such a high level of excellence that clients are EAGER to come back and refer others.

Project Coordinator

Mission/Purpose of the Job: The mission is to order and track products, schedule installations, communicate with clients and staff so as to insure smooth, on-time installations. In addition, these results must be produced in such a way that our clients have a "wow experience" so unique that they can't help but talk about XYZ Flooring, and are powerfully motivated to refer those in their sphere of influence. In addition, the PC is to maintain and help build the relationships with other stakeholders such as sub-contractors, suppliers, insurance companies, and strategic alliance partners.

Objective

To create freedom for the sales people to spend 100% of their time selling and, meeting one-on-one with clients. All other tasks are to be handled by the PC in such a way that 'wows' our clients and makes them want to refer others, and creates peace of mind for the sales people, owner and other team members..

Results vs. Activities

At XYZ Flooring we distinguish between an activity and a result. We want results, not activities.

For example, we do not want someone to process installations. Processing installations is an activity. We want you as the PC to allow the sales people, warehouse staff, administration staff, and store owner the freedom to make the highest and best use

of their time such as marketing, meeting one-on-one with clients, and other tasks specific to their job: not processing installations.

Therefore, the result we want is peace of mind for the team, freedom for the other team members to spend 100% of their time fulfilling their job duties, and to provide our clients with a World Class level of service that makes them want to use us again and refer others to us.

Empowering leaders vs. hiring helpers

If we hire a helper, that is what we will get: someone who helps us do things. Someone who performs activities rather than achieves results.

At XYZ Flooring we want to attract and hire leaders: people with the skills, initiative and quality of character who will help take XYZ Flooring to the next level.

Therefore, you as a team member will be made stakeholder in the fortunes of YOUR STORE. If XYZ Flooring does well, you will do well. We want to empower you to take personal pride in your position in the company, and give you additional incentive to pursue ever higher levels of excellence within your field.

You will be paid on a base salary, with a commission scale tied to the number of closed transactions each month.

Using the installation process as a marketing tool

The installation process takes 30-60 days, and during this time (more than any other) the client is most available to refer others. This is due, in large part, to the *Reticular Activator*. This simply means that while purchasing flooring, clients are more likely to notice others within their circle of influence who are also thinking of buying flooring. It will come up in conversations. It's the same when you buy a car or a new pair of shoes. Suddenly you notice everyone else with the same car or shoes, and people talking about buying cars or shoes.

At XYZ Flooring we realize that during the installation process (rather than after) clients are at their "hottest." We take advantage of the Reticular Activator, and approach the entire installation process as a marketing tool with the sole purpose to "wow" clients and proactively generate referrals.

Therefore, you will be trained to have this same mindset, and made a stakeholder in the game so you will enjoy financial bonuses for each referral you generate during the process.

Tools used during the process to create a "wow" experience and generate referrals:

- Touch point letters—fun and informative letters sent throughout the installation process to educate and "wow" clients and remind them to refer. (The lotto letter, the turbulence letter, etc.)

- Weekly updates—using e-mail, voice mail, or personal phone calls, the PC will keep the client updated during every step of the process.
- Newsletters
- Outstanding phone skills
- Asking for referrals at key opportunities

PC Training

There are two distinct kinds of training you will receive, and both of them are critical to your success at **YOUR STORE**.

1. Job Training. You will be thoroughly trained in the system of processing installations, fielding phone calls, using the software, etc. You will be given the tools to achieve excellence in your field.

2. Core Values Training. Through audio CD's, you will also receive ongoing training regarding the core values of **YOUR STORE**, including:

- Positioning ourselves as trusted consultants vs. salespeople
- Lifetime Value of a Client
- The compass (From the client's perspective have we treated the client with respect, etc.)
- Creating a “wow” experience
- Asking for referrals
- Using the phone as a marketing tool (not telemarketing)

Rules Of Engagement

Rules of engagement (ROE's) insure that you as the PC are able to complete every step in the system consistently. This reduces stress for all staff members, and enables us to fulfill the promise of World Class Service that we make to our clients.

Later on you will see an example of using ROE's in the World Class Installation Process.

ROE—Activities are either timeless or scheduled

Timeless activities are items that need to be done on a certain day, but not at a specific time. Basically a “to-do” list. For example, ordering product, scheduling an installation, verifying that a shipment has arrived at your warehouse. These can be done at any time during the day.

Scheduled activities are items that have to be done at an exact time. For example, a meeting with an installer, a phone appointment with a client during their lunch break, etc.

ROE—There are 3 kinds of activities: calls, meetings and to-do's.

There are three kinds of activities that go into your calendar:

1. Call—phone calls. Can be either timeless or scheduled.
2. Meetings—always scheduled.
3. To-do's—any activity other than a phone call or meeting. (For example, updating the master orders board, sending an email, faxing in a product order.) To-do's can be timeless or scheduled.

ROE—Calendaring—always operate off a checklist

Your calendar is the core of the World Class Installation System.

(NOTE: If you are using a paper calendar, I recommend a day-at-a-glance because it gives you far more space to write. However, I can't recommend strongly enough to use a computer for all calendaring, even if it's generic like ACT. It will save you a lot of time, energy and frustration. Also, a calendar that has network capabilities makes it far easier for the PC to assign activities to the various team members. Outlook and ACT can both be networked.)

Always operate off a daily checklist. NEVER depend on your memory! A calendar allows you to do this. As items come up during the day that need to be done, immediately enter them in your calendar, even if you plan to do it in five minutes. Activities that go in your calendar are either “timeless” or “scheduled.”

If you are just beginning to use this system, follow these steps to get your calendar started:

1. Complete task tracking sheets and folders for every client now “in process.” Mark down all the activities that have already been completed.
2. In your calendar, enter the next activity from the task tracking sheet that needs to be done. Each entry should indicate which client the activity is for. (For example, if you have completed the “Order Product” activity on the Task Tracking sheet, the next step on the Task Tracking is “Product Received,” enter the ETA into your calendar.)
3. You should now be able to go through your calendar and see all the next steps that need to be done for each client.
4. As each activity is completed, enter the NEXT activity from the task tracking sheet into the calendar.
5. EVERY activity gets entered into your calendar. As activities come up that aren't listed on the Task Tracking sheet, it's even more important that these are entered. This means any phone call, meeting, or to-do is entered, no matter how trivial. For example, if the sales manager asks you to notify her when the Jones' installation is scheduled, put an activity in your calendar to notify the sales manager on the same day you have the “Installation Scheduled” activity entered.

Following these steps will enable you to work off of a daily checklist. You'll be able to look at your calendar and "see" everything that needs to be done that day laid out for you.

NOTE: ACT makes this kind of calendaring very easy.

ROE—Communications—record every incoming and outgoing communication regarding a vendor or client

The SUPREME RULE of communications:

EVERY incoming or outgoing communication (phone, fax, or email) regarding anyone in our database is to be recorded (Either on the left hand side of the paper file, or the conversation log in your contact management database. Again, ACT makes keeping these kinds of records, and assigning each record to an individual client or vendor extremely easy.). This is critical for several reasons:

1. We have an instant record of all communications. We never have to wonder, "Gee, did I follow up with the manufacturer and confirm the order went out?" or "Did I call the client back to schedule that seam repair?" It's all right there.
2. It's professional.
3. It helps to provide "World Class Service" for our clients.
4. It protects **YOUR STORE**. Occasionally a transaction will start to encounter problems, and in those instances sometimes accusations about "who is at fault" will start to fly. A detailed notes and histories allows us to demonstrate that **YOUR STORE** did not drop the ball. Or, if we did, we can see exactly where it happened and take concrete steps to make sure it doesn't happen again.

NOTE: ACT makes this process very easy.

ROE—Always assume the other party will drop the ball

We cannot allow the unprofessional conduct of others in our industry to negatively impact **YOUR STORE**, or jeopardize our ability to provide World Class Service to our clients. Therefore we verify that all product requests were received; we obtain ETA's for everything; and we never leave any doubt that the other party understands what we need and will deliver on time. It also means we obtain concrete commitments from the other party regarding delivery times, ability to provide certain products, pricing, etc.

ROE—Always obtain concrete commitments from the other party

Never accept "maybe," "probably," or "possibly" as answers to your questions.

For example, if you ask a distributor if he can provide a certain style of laminate flooring by next Tuesday, and he answers, "Maybe, if we have it in stock," don't accept that answer. Make him find out if it's in stock, verify the shipping time, and give you a commitment.

Any time you get an answer that leaves you unsure about anything, make the other party get the answers and commit. (Remember to log these commitments into your conversation log so you can hold the person accountable.)

Something magical begins to happen when we do this: all the suppliers we deal with regularly will realize that this is how **YOUR STORE** does business, and they will respect it. They will realize that we won't accept vague answers to our questions, and eventually they'll stop trying to give us vague answers. They will come to respect our way of doing business (perhaps grudgingly), but they will respect it and fall in line.

ROE—Obtain ETA's for ALL requested items

ROE—Verify ALL deliveries 3 days before ETA

This includes physical items (products, fax, package, etc.) and non-physical (a return call, confirmation of a product order, email). Schedule a follow up for the day of the ETA.

Example:

Let's say you order cushion from the distributor on 7/1. While you are on the phone, obtain the ETA for arrival of the product. **DO NOT** finish the "activity" of ordering without getting the ETA for arrival. If they give you an arrival date of 7/6, mark this on your task tracking sheet, and enter a "to-do" in your calendar for 7/6 as "Product Received".

But don't stop there: three days before the ETA (on 7/3) enter an ETA FOLLOW UP in your calendar. On 7/3 you look on your calendar and see the ETA FOLLOW UP, so you call the distributor and verify that there will be no delays for the 7/6 ETA.

On 7/6 you look on your calendar and see that the ETA for the cushion is today. You follow up with your warehouse staff to verify that it arrived. If it has arrived, indicate it on your task tracking sheet, and clear the activity from your calendar. If it hasn't arrived, contact the distributor and get a new ETA. Let's say the new ETA is 7/12. Indicate the new ETA on your task tracking sheet and enter a to-do into your calendar on 7/12 as "Product In." Record the conversation with the distributor in your conversation log on. Repeat these steps until the product arrives. If this causes a delay for the installation, notify the client immediately.

NOTE: ACT makes this process very painless.

ROE—Track all orders and back orders.

There can be up to three parties involved in all orders and back orders:

1. The manufacturer
2. The Distributor
3. The Carrier

That's a lot of potential "ball dropping" that can happen.

Therefore, after an order is placed and we verify and record the ETA, we begin tracking the delivery until it arrives at our warehouse. Every three days after a product is ordered, we email whichever party is supposed to have the product at that time—manufacturer, distributor, or carrier—and verify that delivery is going to happen on time. If you don't get a reply email, or we are within 3 days of the ETA date, make a phone call.

Also, by tracking the delivery from the day it's ordered, you eliminate a lot of stress for everyone. For example, let's say you order carpeting and the ETA is two weeks away. If there is a delay on day 7, you still have 7 more days to either make sure the carpet will arrive on time, or if it looks like it won't, give the client PLENTY of notice.

NOTE: Tracking orders and back orders is critical. If you leave it up to the manufacturer, distributor, or carrier to perform in a timely fashion or to keep you updated, you are playing with fire. Therefore, depending upon the size of your company, you might want to time-block 30 minutes each day or three times each week for your PC to do nothing but track orders. That 1.5 to 2.5 hours per week invested will save you and your staff a world of stress and grief, and enable you to deliver on your promise of a World Class Installation Process.

ROE—Verify all orders

Technology is great...when it works. However we all know that emails, faxes and voice mails get lost. Never assume that the intended recipient got your order. Always get verification. For example, if you email the order, ask the recipient to send you a confirmation. (Don't depend upon the auto-confirmation function in your email.) Then schedule in your calendar an "Order Confirmed" to-do for later in the day. If you still don't have confirmation at that time, pick up the phone and call the person. Do the same thing with faxes and voice mails.

If you fail to do this, you give the other person the power to jeopardize the World Class Service promise we make to our clients. (Remember: always assume the other party will drop the ball.)

ROE—Review all In-Process folders daily

This acts as a fail-safe to ensure that nothing falls through the cracks.

- Review all Task Tracking sheets for clients "In Process"
- Make sure the next step on each Task Tracking sheet is scheduled in the calendar.

ROE—Highlight all completed items on the Task Tracking sheet

As items are completed, mark through the entire line of that task with a yellow highlighter. Anyone who looks at the file will have an instant visual of where we are in the process.

ROE—All activities are cleared daily

Each day, clear all activities. They are cleared in two ways:

- 1) Complete the activity.
- 2) Re-schedule the activity. If you were not able to complete the activity for some reason, schedule it to another day.

At the end of each day your calendar should be completely blank.

NOTE: ACT makes clearing an activity from your calendar easy. Let's say you have an activity to order product for Mrs. Mouse. When you complete that activity, it automatically logs it into Mrs. Mouse's notes and histories as "done," so you have a permanent record that that task was completed. If there's ever any doubt about whether an activity was done, simply look in notes and histories.

NOTE: ACT makes rescheduling tasks a snap. It gives you the ability to drag-and-drop tasks onto other days in the calendar.

ROE—Job file

Using a manila file-folder, staple the conversation log on the left side (unless you are using your database for the conversation log). On the right side the Task Tracking sheet goes on top and all other documents underneath. Keep these documents clipped together.

ROE—No phone tag—always make phone appointments

How many times have you said, or had someone else say, "I'll call you back tomorrow"? The big problem with this is it almost always turns into a game of phone tag. This means delays and lots of wasted time.

Instead, schedule phone appointments.

For example: let's say it's late in the day and you are talking to a distributor, trying to find out if they can have a certain style of laminate to your store by next Thursday. He won't be able to give you an answer until tomorrow. Normally, the distributor would say, "I'll call you tomorrow." Instead, say to him, "Let's set a phone appointment so we don't have to play phone tag. What time would you like me to call you?" Then schedule it in your calendar.

TIP: always be the one to call the other person for phone appointments. Don't wait for them to call you.

Follow this procedure for every client, supplier, vendor, contact...everyone. A tiny minority may grumble a bit, but most appreciate it.

This is especially useful for positioning yourself as a highly-organized professional with the client. By making a phone appointment—even for mundane, routine items—you are creating a powerful impression with the client. Excellent "wow" factor.

6th Module—World Class Installation System part 2—the marketing

(Before, During, After)

Design Audit

(During)

When a client/prospect walks into your store, you want to take control of the sales process. Use the following scripts to invite the client into your design room (or wherever you do your consultations) and do a design Audit.

For New Clients

SALESPERSON: *Hi, welcome to Jimbo's Floors. My name is Jim. Are you a new or returning client?*

CLIENT: *I'm a new client.*

SALESPERSON: *Excellent! We have a special program for new clients. Do you mind if I take a quick minute and tell you about it?*

CLIENT: *Not at all.*

PROCEED TO THE DESIGN AUDIT SCRIPT.

For Returning Clients

SALESPERSON: *Hi, welcome to Jimbo's Floors. My name is Jim. Are you a new or returning client?*

CLIENT: *I'm a returning client.*

SALESPERSON: *Excellent! We have a special program for returning clients. Do you mind if I take a quick minute and tell you about it?*

CLIENT: *Not at all.*

PROCEED TO THE DESIGN AUDIT SCRIPT.

DESIGN AUDIT SCRIPT

"You know, floor covering is a critical part of your interior décor, and choosing the right flooring is a major decision. There are many options, and we realize that it can be a little confusing and even overwhelming. To help you make the best decision on your flooring investment, we have a trademarked process called the Design Audit where we'll do several things. First, I'll sit down with you in our design room and get some very basic information from you about traffic levels. Second, we'll discuss what you want to

POWER TIP: Make a laminated beverage menu; hand it to your clients as you ask them what they would like to drink. Good "wow" factor.

POWER TIP: Invest in a fully stocked beverage mini-bar, including fruit juices, gourmet coffee, sodas, bottled water, ice, paper cups with your company name, etc. Invite your clients over and fix them a drink. Jaw-dropping “wow” factor.

accomplish with your new flooring. Third, I’ll draw out a diagram of your home so I can see your traffic patterns. This will help us narrow the thousands of products to the best flooring choice for your unique situation. Why don’t we head over to the design room and sit down together for a few minutes.”

What you’ve just accomplished with these scripts:

- You have just totally differentiated yourself from everyone else. If you’re the third store they’ve visited, I guarantee that they didn’t hear anything like this from the other two.
- You have taken control of the sales process.
- You have positioned yourself as a Trusted Advisor rather than just someone selling floors.

With all this in mind, is it worth memorizing this script so you can say it perfectly on command?

Once you sit down with them, offer clients a beverage. Don’t say, “*Would you like something to drink?*” Because this gives them the opportunity to say “no.” Instead say, “*What can I get for you to drink? We have Pepsi, Diet Pepsi, Sprite, Coffee or bottled water?*” By getting the client to accept the ‘gift’ of something as simple as a drink, they will have a tendency to feel indebted to you. They will want to reciprocate, and are therefore more likely to buy from you.

POWER TIP: Invest in a small oven and bake cookies and/or bread each morning. These items can be served to all walk-in clients. The aroma will linger in your store, and your clients will associate it with “home,” “domesticity,” “relaxation.” There are a small handful of dentists and chiropractors who do this to relax their patients. Realtors have been using this strategy for years, and many of them do it when hosting an open house. The olfactory sense is powerful for creating feelings of association, and bread and/or cookies “feel” like home. You can get pre-made bread and cookie dough to make this a quick and easy job done first thing in the morning by an employee.

Benefits of the Design Audit

This is a questionnaire covering lifestyle, pets, number of children, how long they intend to stay in the house, etc. There are several powerful benefits of the Design Audit form:

First, by actually writing down the client’s responses to your questions, it lets them know that you are actually listening to them and that you truly care about their needs.

Second, it positions you as a trusted advisor, much like a family doctor. Think of all the times you have been to your doctor, and as you described your symptoms he wrote things down in your chart. This has happened to your clients as well, and they will associate you writing down their answers with the care and concern shown by a family doctor or other trusted advisor. (CPA, family attorney, etc. They all do this.)

Third, it lets you know exactly what the clients needs are, and what they are trying to accomplish. This will enable you to make good recommendations. And you can refer back

to the ‘Audit’ if they get side tracked during product selection. You can remind them of what they said they are trying to accomplish.

Fourth, it captures their home address and phone number in a non-threatening way. Critical! The client may not buy from you right then, so it’s vital that you capture their contact info so the Marketing Coordinator can get them started on the Shock-and-Awe campaign until they make the decision to move forward. Also, follow up with them with phone calls until you get a definite “yes” or “no.” During the phone calls, don’t simply ask, “Have you decided yet?” Instead offer them more information about their product, other solutions to their challenges, etc. That way you are perceived as helping rather than selling. This is called being a P.P.P.I.T.B...a Polite, Professional, Pain-In-The-Butt, and the follow up calls and mailers give you the tools to do this. Very few dealers will put in this kind of effort once a client walks out of their store. You’ll immediately stand out.

Birthday: important to capture! So you can send cards and gifts. Important component of maintaining you herd.

NOTE: I don’t recommend beginning the Design Audit by asking for their contact information and birthday. It’s too abrupt. Begin with all the other questions; they will have warmed up to you by then and most won’t hesitate to give you their contact info if you ask at the end. If they ask why you want it, just tell them you like to send birthday cards and maintenance reminders, or some other information.

Also, use of the name short-circuits the brain. When you approach a walk-in client, introduce yourself and get their name up front. Preface some of your questions with their name: “*Jane, what’s important about new floor covering...to you?*” Several times throughout the interview use their first name.

The Questions

What’s important about new floor covering...to you?

This is the first question on the audit form. Ask this question, then shut up and listen. This is one of the most important questions on the form. If a married couple comes in, ask each one of them this question and listen to each answer. They will then proceed to tell you exactly what you need to know to sell them flooring. This is called “letting the client paint a target on themselves.” By asking both clients this question you may find that they have different goals. You will now be in a position to make recommendations to resolve these differences.

Then go on to fill out the rest of the Design Audit form. At one point the Audit asks about other decorating/remodeling needs. This gives you a chance to up-sell rugs or window coverings if they express interest. If they have other major plans it gives you the opportunity to offer other services and assistance. For example, if they say that in three months they are having their bathroom remodeled, you can give them flooring ideas. And you can refer them to a remodeling contractor that’s a strategic alliance partner.

(Many remodeling contractors are flakey about keeping appointments, finishing on time, calling if they are going to be late, etc. Unfortunately there is a real lack of professionalism in that business. If you can refer them to somebody who's not like that, who conducts him/herself professionally, you will be a hero! It's worth the time to find a good remodeling contractor as a strategic alliance partner, and explain your expectations ahead of time before beginning to refer.)

Level of traffic

This section will help you make recommendations based on their lifestyle. If they have six kids, three dogs, two cats, a monkey, and they breed hamsters in the living room, and they want pure white carpet, you'll be able to steer them towards something more practical.

Does anyone have allergies?: this will allow you to make recommendations on maintenance and even the type of flooring. Also you might find out that someone has a serious lung condition like emphysema or asthma. You and your installers can make appropriate safety recommendations for during and after the installation.

Maintenance

We all know that regular vacuuming and professional cleaning are critical for getting the longest life out of carpet. This section will tell you how they've maintained their current carpeting. You might find out that they only vacuum twice a month and use a grocery store shampooer instead of professional, hot-water extraction. You can then explain that even with top-quality carpet, they will have to change the way they maintain it if they want to get the longest life. You can let them know that you will be giving them a customized maintenance plan to help them do that.

What do you like about your flooring?

What do you dislike about your flooring?

These questions will help you narrow the choices down and make good recommendations. If the client is frustrated because her light colored carpet turns black in the hallway coming out of the garage, you can recommend going with a darker color or a hard surface. When you prepare the maintenance plan, you can recommend better walk-off matting.

Important psychological principle

From the client's perspective, if you tell them before the installation, it's "managing expectations."

If you tell them after the installation, it's "making excuses."

What are your expectations for new flooring?

Part of your sales job is to manage expectations. If the client indicates that she wants Berber with invisible seams, or plush that will not show footprints, or a totally silent laminate floor, you can manage those expectations before the installation instead of after.

Is there anything you are especially concerned with?

Critical question! Very few dealers will ask her this, so you'll immediately seem like a caring professional by contrast (which you are!). By knowing the answer to this question you can focus your sales efforts on easing her concerns.

Have you ever had floor covering installed before?

What did you like about the experience?

What did you dislike about the experience?

Be prepared to get an earful, especially if she had a bad experience in the past. With these three questions, you will learn a lot about the client that will enable you to overcome objections and make the sale.

For example, let's say that when she had flooring installed before, she liked the low price, but disliked that appointments were missed, her calls weren't returned, the installer had to fix the seams twice, and he smoked on her front porch and left cigarette butts everywhere. You can educate her on your World Class Installation system, and your installer professionalism guarantee. Later if she has price objections, you can refer back to her bad experience and educate her on good value versus low price and how they seldom go together.

What can we do to exceed your expectations?

The answer to this question paints a giant bull's-eye on the client. She has now handed you the keys to the sale.

Other decorating/remodeling needs?

This question helps in several ways.

First, if you sell any of these other products, you open the opportunity for up-sells.

Second, she may need the services of a remodeling contractor. If you have someone reliable and professional to recommend, it will be appreciated. If the remodeling work coincides with new flooring, and you are able to recommend a contractor that you work with regularly, it makes your job easier.

Third, it helps with future sales. If you find out that they are adding a new room, or converting their garage into a den in six months, you can mark in your calendar to call them at that time so you can provide the flooring.

How long will you be in the home?

This helps you with product and/or warranty recommendations. If you know they are converting their home into a rental in two months, you can steer them towards products that will work better in a rental situation.

Prescription/Written maintenance plan

This is called a "Prescription" on purpose. The average American has been conditioned to receiving and following prescriptions from their doctor. It further positions you as a trusted advisor.

Explain why maintenance is so important. Tell her that based on her family's lifestyle, number of kids, and pets you have assembled a custom maintenance plan that will ensure she gets the longest life out of her carpet.

A written plan might look something like this:

Vacuum: 2 times per week. General spotting as you vacuum.

(Script: "Regular vacuuming with a quality vacuum removes invisible, abrasive soil which is harmful to carpet fibers.")

Professional cleaning: every six months.

(Script: "Cleaning by a certified, professional carpet cleaner will improve indoor air quality, double carpet life, and protect your traffic lanes.")

Host or Capture/dry particulate cleaning: twice yearly, between professional cleanings.

Matting: place walk-off mats at front entry, rear entry, and garage. Make sure garage mat(s) are long enough to take four steps on.

(Script: "If you can take 4 steps on a mat, 95% of the soil will be removed from your shoes.")

Clean mats: twice per month.

(Script: "Once the mats are full of dirt they stop working. It's important to keep them clean.")

For 90% of the clients you will give the same recommendations. That's okay; resist the urge to hand out a pre-printed maintenance plan. NO OTHER floor covering store will give her a written, customized maintenance plan. This will position you as an expert and trusted advisor, and separate you from your competition.

Your Store Name
Your store phone number
Design Audit

Date _____ Appointment Day, Date & Time _____

Name _____

Address _____

City _____ State _____ Zip _____

Phone (Home) _____ Alternate Number _____

E-Mail _____ Fax _____

How did you hear about us? (Source) _____

Previous client? Yes _____ No _____ Birthday and month: ____/____ ____/____

What's important about new flooring to you? _____

Level of traffic (Occupants in the home)

Number of adults _____ Number of children and their ages _____

Indoor Pets _____

Does anyone have allergies or other respiratory problems? Yes _____ No _____

If yes, describe _____

What kind of flooring do you currently have? _____

How old is your flooring? _____

Maintenance

Are walk-off mats being used? Yes _____ No _____

Vacuum Type

Upright _____ Canister _____ Central _____ Which brand? _____

How often is the carpet vacuumed? _____

Cleaning

Has the carpet been cleaned before? Yes _____ No _____

What methods have been used?

Absorbent Compound _____ Hot Water Extraction _____ Do it yourself _____

How often is the carpet cleaned on average? _____

Type of carpet fiber

Synthetic _____ Natural _____

What do you like about your flooring? _____

What do you dislike about your flooring? _____

What are your expectations for new flooring? _____

Is there anything you are especially concerned with? _____

Have you ever had floor covering installed before? Yes _____ No _____

Professional _____ Do it yourself _____

What did you like about the experience? _____

What did you dislike about the experience? _____

What can we do to exceed your expectations? _____

Other decorating/remodeling needs? Window coverings _____ Area rugs _____

Cabinets _____ Counters _____ Bathroom _____ Kitchen _____ Paint _____

Other _____

How long will you be in your home? 0-3 yrs _____ 3-5 years _____ Over 5 yrs. _____

Notes: _____

Prescription

YOUR STORE's Professional Recommendations For Maintaining
Your Floor's Health, Beauty, and Life.

Carpet maintenance & cleaning

1. Walk-off mat placement _____

Walk-off mat vacuuming frequency _____ Washing
frequency _____

If you can take 4 steps on a mat, 95% of the soil will be removed from your shoes.

2. **Vacuuming Frequency** _____

- Regular vacuuming removes invisible, abrasive soil which is harmful to carpet fibers.

3. **Professional Carpet Cleaning Frequency** _____

- Benefits professional carpet cleaning:
- Doubles carpet life
- Protects traffic lanes

4. **Host/Capture dry particulate cleaning** _____

5. **Spot cleaning.** DO NOT use spotters from the grocery store or hardware store on your new carpet. They can leave sticky residues that attract dirt, and/or cause fading. We carry a full line of spotting products that do a great job and are not harmful to your carpet.

Hard Surface Cleaning

Type of surface _____

Type of cleaner _____

Cleaning frequency _____

Cleaning instructions _____

Your flooring is an investment in the beauty and value of your home. By following these recommendations you will ensure greater enjoyment and a long life for your flooring!

your store's information

Marketing Coordinator

The job of the Marketing Coordinator is to implement marketing campaigns and strategies. In this section of the manual, I am going to focus on 3 distinct campaigns to be implemented by the MC:

1. Shock-and-awe campaign
2. Reticular Activator campaign
3. Referral letter and drip campaign

The reason I am focusing on these particular campaigns is because they are part of the World Class Installation System.

There are many other marketing campaigns and strategies in this System. I recommend assigning the MC to implement all marketing campaigns.

Your business may not be large enough at this point to justify a full-time MC. That's okay, simply assign the position to another member of your staff. (Or hire a part-time college student, or semi-retired person, etc., for a few hours each week. Knowledge of the flooring industry is not required for this position.) Have that staff member block out several 2-hour time slots during the week to do nothing but handle MC activities. This is called "time blocking." During this blocked time—while this staff member is wearing the MC "hat"—he/she is not to answer phones, return emails, be interrupted by other staff members, or do anything other than implement marketing campaigns. **This time is sacrosanct.**

Why? Because marketing is the lifeblood of your business. Nothing happens in business until the client gives us money; every other activity exists solely to support "getting the clients to give us money." And marketing is the powerful catalyst that gets clients to give us money.

Beginning scuba diving students are taught "ABC": Always Breathe Continuously. This is because without oxygen you will die, and underwater distractions, the environment, etc., can cause new scuba divers to forget to breathe.

As a student of marketing, I want you to remember "AMC": Always Market Continuously. Marketing is the oxygen of your business and without it your business will die. Don't allow distractions like answering phones, filing things, putting out fires, or other day-to-day "stuff" keep the MC from continuous marketing.

Shock-and-Awe Campaign

(Before)

The Shock-and-Awe is an intensive 4-week campaign consisting of sequential mailings to **prospects who have visited your store, gone through the Design Audit, but have not made a buying decision.**

When a prospect leaves the store without making a commitment to purchase, the SP notifies the MC that the prospect needs to be placed in the Shock-and-Awe campaign. At that time, the MC not only begins the Shock-and-Awe, but also subscribes the prospect to the monthly client newsletter.

During this 4-week campaign, the SP is making continuous follow-up calls with the client as described in the pre-process section of the World Class Installation System manual. The Shock-and-Awe campaign will make these calls far more effective.

This campaign is designed to do several important tasks:

- Create a jaw-dropping “Wow” factor!
- Knock fence-sitters off the fence; get them to buy from you NOW
- Keep prospects thinking about your store until they decide to buy
- Compel people to talk about you and your store
- Compel potential clients to use your store rather than the competition

After the Shock-and-Awe, if the client still is not ready to buy, keep them subscribed to the monthly newsletter for 1-2 years. You’ll get enough of these people back within that time to pay for the extra investment in newsletter costs.

Sense of humor required!

You’re going to put huge smiles on the faces of your potential clients as you brighten up what would otherwise be a dull day for them. Business should be fun! You and your staff should have a lot of fun with this!

Lumpy, bumpy stealth mailers

Part of what makes this campaign so effective is that you are sending packages with objects in them, AND you are sending them as stealth mailers. People absolutely cannot resist opening a package that’s lumpy. Even something as simple as a sample-size aspirin packet or a piece of candy taped to the top of a letter proves irresistible to the recipient.

Send these as stealth mailers. On the outside of the package, write the address and return address (no company name) with a black sharpie marker.

You and your salespeople are going to have an absolute blast with this campaign!

Implementation

Time block one day per week for Shock-and-awe. Use a simple Excel spreadsheet to track which mailers need to go out.

NOTE: ACT can be customized to track this for you.

Here's a sample spreadsheet:

Prospect name	Salesperson	Shameless Bribe	Headache mailer	Lifesaver Mailer	Ball is in your court	Offer Deadline
Donald Duck	Bob Jones	7/9	7/16	7/23	7/30	8/9
Mickey Mouse	Bob Jones	7/16	7/23	7/30		8/16
Minnie Mouse	Sally Sims	7/16	7/23	7/30	Purchasing	8/16
Pluto Dog	Sally Sims	7/23	7/30			8/23
Goofy Dog	Bob Jones	7/30				8/30
Bugs Bunny	Sally Sims					

Let's say that your Shock-and-Awe schedule is time blocked for Mondays. You look at your spreadsheet on Monday, August 6th and do the following:

- Donald Duck is done with the campaign. Notify Bob Jones that the "Ball is in your court" package went out on 7/30. Bob will decide how to follow up based on his conversations with the prospect. Donald will continue to get the monthly newsletter for 1-2 years.
- Mickey Mouse is sent the "Ball is in your court" mailer.
- Sally Sims let you know on Friday that Minnie Mouse has decided to purchase, so you remove Minnie from the campaign.
- Pluto Dog is sent the "Lifesaver" letter.
- Goofy Dog is sent the "Headache" letter.
- The Bugs Bunny lead was given to you today by Sally Sims. Bugs is sent the "Shameless Bribe" letter and subscribed to the monthly newsletter for 1-2 years.

**On the next page is the “Shameless Bribe” letter.
Deadline should be 5 weeks away.**

You’ll need to stock up on \$1 lotto scratchers.

This will put a big grin on your prospective client’s face.

**Send it in a 9 x 12 manila envelope as a stealth mailer.
Write on the envelope with a black sharpie pen.**

**Remember! No company name anywhere on the
envelope.**

“I Have A Shameless Bribe For You...”



Dear **Prospect Name**,

As you can see, I have attached a Lottery scratcher to the top of this letter. Why have I done this? Actually, for 2 reasons:

1. I have something very important to tell you and I needed a powerful way to get your attention.
2. Since the chances of finding a floor covering store that provides *World Class Service* AND a “No Regrets” guarantee are about as good as winning the lottery, I thought the Lottery scratcher was appropriate.

Hi, my name is **Your Name**, owner of **Your Store**. Recently you visited my store, and I want to give you my sincere thanks for stopping by. Of course, it won’t surprise you to learn that I hope that when you finally make your decision to invest in flooring that you’ll choose us! **To make your decision easier, I’m going to offer you a “shameless bribe.”** But before I tell you about that, here are...

4 Powerful Reasons To Choose **Your Store**

**#1. You are protected by my “No Regrets Guarantee”
*You’ll love your new floors or I’ll replace them ...FREE!***

Here’s how the “No Regrets Guarantee” works: if at any time during the first 30 days after installation you decide you don’t like your new flooring for whatever reason, just let me know. I’ll replace the materials free of charge. (With an outrageously good guarantee like this, I can’t include the cost of installation, so you’ll have to cover that.)

I offer this amazing guarantee because you’re going to have your new floor for a long, long time, and I don’t want you to have to live with a choice you’ll regret. I want

you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, I'll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

If you walked into any other flooring store and asked them for a guarantee like this, they will probably laugh and tell you “no way!” So how can I offer such a powerful guarantee? I couldn't unless I was absolutely confident in the quality of my products and service. I am confident, and you will be, too...I guarantee it!

#2. I Make The Entire Process Fun, Easy and “Headache” Free!

Unfortunately we've all heard the nightmare stories about buying flooring. Well, to turn the nightmare into a “dream come true,” I have developed a World Class Installation System. I specialize in knocking the socks off my clients with the most elegant, gorgeous, beautiful flooring they have ever had, **AND** making the entire process fun and “Headache Free”! Here's what you'll enjoy during my World Class Installation System:

Free Design Audit—This is a diagnostic tool that allows my expert floor consultants help you choose the right floor for your decorating taste and lifestyle. They'll walk you through a series of questions that will help narrow down the thousands of options to the two or three that exactly match your unique situation. They'll also give you a written, customized “maintenance” plan with their professional recommendations for getting the longest life and beauty out of your floor.

You're kept updated throughout the process—From the time you select the product until after it's installed, you will be contacted no fewer than six times by phone and by mail. You'll never have to wonder what's happening with your flooring.

Installer professionalism guarantee—**Your Store** installers are neat, clean, well-groomed, well-spoken and professional. They are trained and certified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall and corner guards, shoe covers and drop cloths. You'll receive the highest-quality installation in the business. And after they're finished, they will leave your home as neat and clean as when they arrived!

#3 Lifetime Installation Warranty

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or “manufactured” in your home. This makes the installation critical. I offer a lifetime installation warranty at **Your Store**. You NEVER have to worry about something going wrong with the installation. If it does, I'll fix it FREE! And I'll do it quickly.

#4 A Shameless “Bribe!”

Even though I offer the finest products and outstanding, “World Class” service, I'm not above offering a bribe to get you as a client. Nope. So here it is:

Bring this letter to my store by **July 17th**. After you are given the final price for your selection, whip out this letter and give it to the flooring consultant. He or she will deduct an ADDITIONAL \$50 off for purchase over \$3000 (or \$25 off for purchases below that amount.) This discount will be ON TOP OF any other specials or discounts we happen to be offering on your selected product.

\$0 Down, 0% Interest & 0 Payments For Up To One Full Year!!

Why wait for those beautiful new floors you've been dreaming about? You can get the flooring of your dreams...and make ZERO PAYMENTS FOR UP TO 12 MONTHS! I make it easy to experience gorgeous new floors **right now**.

What to do right now—Bring this letter to **Your Store** and take advantage of my “shameless bribe,” and all the other powerful benefits you will enjoy as my personal client. (You can also call me at **123-456-7890** and speak to me directly.)

I'm looking forward to helping you beautify your home with the flooring of your dreams!

Sincerely,

Your Name
Owner, **Your Store**

P.S. You are protected by my “No Regrets Guarantee.” If you don't like the flooring you select, let me know within 30 days and I'll replace it FREE!

P.P.S. Don't Delay or you'll miss out on my shameless “bribe.” Bring this letter to **Your Store by **July 17th**. You'll get an ADDITIONAL \$50 off for orders of \$3000 or more (\$25 off if it's less than that). You get this on top of any other discounts or specials I happen to have on your selection.**

P.P.P.S. I make the entire process fun and “Headache” free with my World Class Installation System. But don't take my word for it. Read the enclosed testimonials to see what real, live, flesh-and-blood clients are actually saying about **Your Store.**

Next is the Headache letter.

Letter sent in a bubble-wrap package with a bottle of aspirin. Not only will this be lumpy and bumpy, but the package will rattle when the client shakes the envelope. They won't be able to resist opening it.

It's unusual enough that whichever spouse gets it first will not neglect to show the other spouse.

Send as a stealth mailer. Write on the envelope with a black sharpie pen.

Photo: the photo should be of you holding an ice-pack to your head and looking fairly miserable.



2nd notice

How To End The “Headache” Of Buying Floor Covering

Your Name
Owner of Your Store

Option #1—Take two of the enclosed pain-killers every four hours while you schlep from store to store, website to website, wading through the thousands of options, trying to figure out what’s what, losing sleep worrying about ACCIDENTALLY choosing a product that won’t match your décor, or look different once it’s installed, or fall apart in a year (in spite of the promises made by the company).

OR...

Option #2—Call me!!

Dear Prospect Name,

Hi! A few days ago I sent you a letter offering you a “shameless bribe” to gain you as a new client. Since I still haven’t heard back from you, I figure you’re still in the decision-making process.

I don’t want you to miss this chance to experience my fun, stress-free, “headache” free, *World Class Installation Service!* So I’m sending you this 2nd notice just in case you missed the first one, or were too busy to stop by. Of course, it won’t surprise you to learn that I hope that when you finally make your decision to invest in flooring, that you’ll choose us! To make your decision easier, here are...

4 Powerful Reasons To Choose Your Store

#1. You are protected by my “No Regrets Guarantee”
You’ll love your new floors or I’ll replace them ...FREE!

Here's how the "No Regrets Guarantee" works: if at any time during the first 30 days after installation you decide you don't like your new flooring for whatever reason, just let me know. I'll replace the materials free of charge. (With an outrageously good guarantee like this, I can't include the cost of installation, so you'll have to cover that.)

I offer this amazing guarantee because you're going to have your new floor for a long, long time, and I don't want you to have to live with a choice you'll regret. I want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, I'll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

If you walked into any other flooring store and asked them for a guarantee like this, they will probably laugh and tell you "no way!" So how can I offer such a powerful guarantee? I couldn't unless I was absolutely confident in the quality of my products and service. I am confident, and you will be, too...I guarantee it!

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Free Design Audit—This is a diagnostic tool that allows my expert floor consultants help you choose the right floor for your decorating taste and lifestyle. They'll walk you through a series of questions that will help narrow down the thousands of options to the two or three that exactly match your unique situation. They'll also give you a written, customized "maintenance" plan with their professional recommendations for getting the longest life and beauty out of your floor.

You're kept updated throughout the process—From the time you select the product until after it's installed, you will be contacted no fewer than six times by phone and by mail. You'll never have to wonder what's happening with your flooring.

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at **Your Store**. You NEVER have to worry about something going wrong with the installation. If it does, I'll fix it FREE! And I'll do it quickly.

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What to do right now—Bring this letter to **Your Store** and take advantage of my “shameless bribe,” and all the other powerful benefits you will enjoy as my personal client. (You can also call me at **123-456-7890** and speak to me directly.)

I'm looking forward to helping you beautify your home with the flooring of your dreams!

Sincerely,

Your Name
Owner, **Your Store**

P.S. You are protected by my “No Regrets Guarantee.” If you don't like the flooring you select, let me know within 30 days and I'll replace it FREE!

P.P.S. Don't Delay or you'll miss out on my shameless “bribe.” Bring this letter to **Your Store by **July 17th**. You'll get an ADDITIONAL \$50 off for orders of \$3000 or more (\$25 off if it's less than that). You get this on top of any other discounts or specials I happen to have on your selection.**

P.P.P.S. I make the entire process fun and “Headache” free with my World Class Installation System. But don't take my word for it. Read the enclosed testimonials to see what real, live, flesh-and-blood clients are actually saying about **Your Store.**

Next is the Lifesaver letter.

Sent in a bubble-wrap envelope containing a roll of Lifesavers. Very lumpy. Very bumpy.

Send as a stealth mailer. Write on the envelope with a black sharpie pen.

Photo: you holding a package of life savers.



YOUR NAME
Owner of **YOUR STORE**

3rd Notice

“Do You Need A ‘LIFESAVER’ To Help You Navigate The Turbulent Waters Of Floor Shopping??”

Dear **Prospect Name**,

Hello! So far I’ve sent you two letters offering you a “shameless bribe” to gain you as a personal client. I was so surprised that I haven’t heard back from you. In fact, I was totally shocked.

Deciding on the right flooring can be a daunting task: believe me, I know. It’s the single-largest interior decorating investment you most likely will ever make. You want to make absolutely sure you’re getting the right color, the right style, the right warranty, and that the product will last a long, long time. You want to know that you’re working with a company that is trustworthy and will honor their guarantees. That they’ll do a superb job on the installation. And that you won’t have to suffer through endless delays.

All these factors can make the process very stressful. Let me throw you a “lifesaver” and rescue you from the “turbulent waters” of stress and uncertainty.

4 Powerful Reasons To Let **Your Store Be Your “Lifesaver”**

**#1. You are protected by my “No Regrets Guarantee”
*You’ll love your new floors or I’ll replace them ...FREE!***

Here’s how the “No Regrets Guarantee” works: if at any time during the first 30 days after installation you decide you don’t like your new flooring for whatever reason, just let me know. I’ll replace the materials free of charge. (With an outrageously good guarantee like this, I can’t include the cost of installation, so you’ll have to cover that.)

I offer this amazing guarantee because you’re going to have your new floor for a long, long time, and I don’t want you to have to live with a choice you’ll regret. I want

you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, I'll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

If you walked into any other flooring store and asked them for a guarantee like this, they will probably laugh and tell you “no way!” So how can I offer such a powerful guarantee? I couldn't unless I was absolutely confident in the quality of my products and service. I am confident, and you will be, too...I guarantee it!

#2. I Make The Entire Process Fun, Easy and “Headache” Free!

Unfortunately we've all heard the nightmare stories about buying flooring. Well, to turn the nightmare into a “dream come true,” I have developed a World Class Installation System. I specialize in knocking the socks off my clients with the most elegant, gorgeous, beautiful flooring they have ever had, **AND** making the entire process fun and “Headache Free”! Here's what you'll enjoy during my World Class Installation System:

Free Design Audit—This is a diagnostic tool that allows my expert floor consultants help you choose the right floor for your decorating taste and lifestyle. They'll walk you through a series of questions that will help narrow down the thousands of options to the two or three that exactly match your unique situation. They'll also give you a written, customized “maintenance” plan with their professional recommendations for getting the longest life and beauty out of your floor.

You're kept updated throughout the process—From the time you select the product until after it's installed, you will be contacted no fewer than six times by phone and by mail. You'll never have to wonder what's happening with your flooring.

Installer professionalism guarantee—**Your Store** installers are neat, clean, well-groomed, well-spoken and professional. They are trained and certified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall and corner guards, shoe covers and drop cloths. You'll receive the highest-quality installation in the business. And after they're finished, they will leave your home as neat and clean as when they arrived!

#3 Lifetime Installation Warranty

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or “manufactured” in your home. This makes the installation critical. I offer a lifetime installation warranty at **Your Store**. You NEVER have to worry about something going wrong with the installation. If it does, I'll fix it FREE! And I'll do it quickly.

#4 A Shameless “Bribe!”

Even though I offer the finest products and outstanding, “World Class” service,

I'm not above offering a bribe to get you as a client. Nope. So here it is:

Bring this letter to my store by **July 17th**. After you are given the final price for your selection, whip out this letter and give it to the flooring consultant. He or she will deduct an ADDITIONAL \$50 off for purchase over \$3000 (or \$25 off for purchases below that amount.) This discount will be ON TOP OF any other specials or discounts we happen to be offering on your selected product.

\$0 Down, 0% Interest & 0 Payments For Up To One Full Year!!

Why wait for those beautiful new floors you've been dreaming about? You can get the flooring of your dreams...and make ZERO PAYMENTS FOR UP TO 12 MONTHS! I make it easy to experience gorgeous new floors **right now**.

What to do right now—Bring this letter to **Your Store** and take advantage of my “shameless bribe,” and all the other powerful benefits you will enjoy as my personal client. (You can also call me at **123-456-7890** and speak to me directly.)

I'm looking forward to helping you beautify your home with the flooring of your dreams!

Sincerely,

Your Name
Owner, **Your Store**

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P.P.S. Don't Delay or you'll miss out on my shameless “bribe.” Bring this letter to **Your Store by **July 17th**. You'll get an ADDITIONAL \$50 off for orders of \$3000 or more (\$25 off if it's less than that). You get this on top of any other discounts or specials I happen to have on your selection.**

P.P.P.S. I've thrown a “lifesaver” to hundreds of clients, rescued them from the stress and uncertainty, and helped them select the flooring of their dreams. AND they have fun doing it! But don't take my word for it. Read the enclosed testimonials to see what real, live, flesh-and-blood clients are actually saying about **Your Store.**

Next is the “Ball Is In Your Court” letter.

You can find inexpensive basketballs online.

Send a basketball to the prospect with an envelope containing this letter taped to the outside. Wrap the letter and the ball with a dozen or so loops of clear packing tape so the letter stays on as it goes through the mail. Basically mummify the ball and letter with clear tape. The client and the postal service need to be able to see who the letter is addressed to through the tape.

This is going to absolutely knock people out when they get it! I mean, when was the last time a company sent YOU a *basketball* to try and get your business?? It never happens! After they get it, they’re going to sprint to the phone to tell their friends. (Could your slickest, glossiest, most professional brochure make them do that?)

The spouse that gets it WILL NOT neglect to show it to the other spouse. (Can your brochure do that?)

You will have just armed them with that week’s major lunch-time, water-cooler, phone-call, and dinner-time story. (How about that?)

Word is going to spread (in a good way) about you and your store.

Photo: you standing in a basketball court holding a basketball.

Final Notice

“The Ball Is In Your Court!”



Your Name
Owner Of **Your Store**

Dear **Prospect Name**,

This is **Your Name**. Disappointed.

I've sent 3 letters offering you a “shameless bribe” to gain you as a client. Plus all the other EXCLUSIVE benefits I offer my clients that no other store does.

I'm truly saddened that I haven't heard back from you.

In hopes that I still might gain you as a client, I am sending you this final letter.

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If you bring this letter to my store by **July 17th** I'll still deduct an ADDITIONAL \$50 off for purchase over \$3000 (or \$25 off for purchases below that amount.) This discount will be ON TOP OF any other specials or discounts we happen to be offering on your selected product. But the deadline is almost here, so you must hurry.

\$0 Down, 0% Interest & 0 Payments For Up To One Full Year!!

Why wait for those beautiful new floors you've been dreaming about? You can get the flooring of your dreams...and make ZERO PAYMENTS FOR UP TO 12 MONTHS! I make it easy to experience gorgeous new floors **right now**.

What to do before the deadline expires—Bring this letter to **Your Store** and take advantage of my “shameless bribe,” and all the other powerful benefits you will enjoy as my personal client. (You can also call me at **123-456-7890** and speak to me directly.)

Hoping I might still hear from you!

Sincerely,

Your Name
Owner, **Your Store**

P.S. You are protected by my “No Regrets Guarantee.” If you don't like the flooring you select, let me know within 30 days and I'll replace it FREE!

P.P.S. Don't Delay or you'll miss out on my shameless “bribe.” Bring this letter to **Your Store by **July 17th**. You'll get an ADDITIONAL \$50 off for orders of \$3000 or more (\$25 off if it's less than that). You get this on top of any other discounts or specials I happen to have on your selection.**

P.P.P.S. I make the entire process fun and “Headache” free with my World Class Installation System. But don't take my word for it. Read the enclosed testimonials to see what real, live, flesh-and-blood clients are actually saying about **Your Store.**

Reticular Activator Campaign

(During)

“What the heck is a Reticular Activator???”

It’s very simple. Your RA is a filter or a screen that allows your brain to only sense certain things that otherwise you wouldn’t notice. For example, the last time you bought a car, all of a sudden you started seeing cars just like yours all over the road. Pregnant women seem to notice other pregnant women everywhere. When you buy a new pair of shoes, you notice other pairs exactly like your brand new ones. That sort of thing is what your RA notices.

When people are in the middle of buying new floors the same thing happens. They notice floors everywhere, it comes up in conversation, they day-dream about their dream floor, etc. During this CRITICAL period the client is “Hot” when it comes to providing referrals.

The RA campaign is a step-by-step series of mailers that takes advantage of this “Hot” period. This campaign allows us to generate an average of 7 referrals from each sale. Here’s how:

At the end of the World Class Installation Process, the Salesperson will present the client with a Referral Request form. For four weeks prior to that, the RA campaign will have conditioned the client to give referrals, and educated them to all the benefits & rewards of providing us referrals. So when the SP finally hands the Referral Request form to the client at the end, they are much more likely to fill it out. Also, the RA campaign will sometimes generate referrals DURING the installation process, even before they are given the Referral Request form.

The RA campaign—along with the Referral Request form—enables you to average seven referrals from each sale...which means every single sale has the potential to “generate” at least one more sale, and sometimes as many as 2 – 3 more.

DO NOT gloss over the powerful implications of this! Imagine if every sale spawned just ONE more sale (Never mind the occasional 2 - 3 more, which is definitely possible with this system).

- Advertising costs drop
- Revenue goes up
- Makes the seasonal ups-and-downs in revenue less extreme
- Referred clients are FAR easier and more profitable to work with than clients generated from cold advertising.

The RA campaign also gets people talking about you and your store! Makes your store the topic of (good) water cooler and bar-b-que conversations all over town!

RA campaign mailers go out weekly; time block one day a week to do them. Again, use a simple Excel spreadsheet to track which mailers need to go out.

NOTE: ACT can be customized to track this for you.

Here's a sample spreadsheet:

Client name	Salesperson	Here we go/Ducks in a row	Turbulence letter	RA letter	Lotto letter	Gift pack
Elmer Fudd	Bob Jones	7/2	7/9	7/16		
Daffy Duck	Bob Jones	7/16				
Porky Pig	Sally Sims					
Sylvester Cat	Sally Sims	7/9	7/16			
Tweety Bird	Sally Sims	6/25	7/2	7/9	7/16	

Let's say that your RA schedule is time blocked for Mondays. You look at your spreadsheet on Monday, July 23rd and do the following:

- Elmer Fudd is sent the Lotto letter
- Daffy Duck is sent the Turbulence letter
- When the Project Coordinator notifies the Marketing Coordinator that Porky Pig is now "In Process," Porky is immediately sent the Here We Go letter along with the Ducks In A Row letter in the same envelope. "Here We Go" and "Ducks" are always sent out within 1 business day of the client going "In Process," regardless of what day it is.
- Sylvester Cat is sent the RA letter
- The Gift Letter and gift package are prepared and either sent out, or given to the SP to be hand delivered.

On the next pages are the Here We Go letter and the Ducks In A Row flyer.

Send these out in the same envelope within 24 hours of the client going “in process.”

These letters don’t have to go out as stealth mailers.

photo of
project coordinator

“Here We Go!”

NAME

Project Coordinator

Dear **CLIENT NAME**,

Congratulations! Your floor covering project with **YOUR STORE** is now “in process.” I am going to be your project coordinator for this transaction. I will be working very closely with the installer, your salesperson and the rest of the **YOUR STORE** team.

Again, thank you for choosing **YOUR STORE** for your new flooring. Adding new flooring to your home is a big step and you’ve trusted us to help you take this step. Your trust means everything to us and we promise to work very hard on your behalf to provide World Class Service and to make the installation process go smoothly.

You Will Always Be “Kept In The Loop” During The Installation Process!

Expect to hear from me at several key points during the process:

- **When your choice of floor covering arrives at our store.**
- **To schedule your installation**
- **To schedule your follow up visit with your salesperson**
- **If we need clarification or questions answered, I will call you immediately so there are no delays.**

There are about 40 steps that will take place “behind the scenes” during every project. At **YOUR STORE** we have a detailed system for coordinating these steps, so you can rest easy knowing that your installation is moving forward with nothing falling through the cracks.

We Need Your Help!!

Once your installation is scheduled... **PLEASE give us 72 hours notice if you need to change your appointment!!** We have clients scheduled before AND after you, our warehouse staff is scheduled to “stage” your flooring at our warehouse the day

before, and the installers are scheduled to arrive. If you call us at the last minute to change your appointment it's a terrible cost and inconvenience for everyone involved. By giving us 72 hours notice we can plan ahead and insure that ALL our clients will receive World Class Service!

“You’re Not Alone!”

You might be feeling a little overwhelmed right about now. This is completely normal, especially at the beginning of the installation process. **Just remember that you are not alone.** I am here to answer all of your questions and concerns. Please call me anytime you feel the need to talk about your installation...even if you're just feeling a little “overwhelmed.” My direct number is **PHONE NUMBER**.

At your Service,

NAME/Project Coordinator
PHONE NUMBER

P.S. IMPORTANT! I have enclosed a pink “Get Your Ducks In A Row” checklist to help you prepare for the installation. Please stick this on your refrigerator door. By completing the items on this checklist the DAY BEFORE our installers arrive, you will help insure a smooth, hassle-free quality installation!!

STORE INFO



Are Your “Ducks” In A Row??

Pre-Installation checklist

(Stick This On Your ‘Fridge!)

PLEASE...complete ALL the items on this checklist the DAY BEFORE our installers arrive. Doing so will help insure a smooth, hassle-free quality installation!! (And keep your installer smiling! 😊)

Furniture moving

- Move large furniture (unless we are scheduled to do it)
- Remove knick-knacks & breakables from furniture we are moving
- Strip bedding
- Detach wiring from stereos, home theaters, etc.
- Kitchens & utility rooms—disengage washer, dryer, refrigerator, gas appliances.
- Bathrooms—remove toilet unless we are scheduled to do it

- Remove old carpet & cushion—unless we are scheduled to do it
- Keep work areas ventilated on day of installation (doors and windows open)
- Keep indoor temperature no lower than 65 degrees and no higher than 78 degrees.
- Plastic covering (for jobs requiring sanding)—plastic covering over cabinets & cupboards; seal the room against excessive dust—unless we are scheduled to do it.
- Clear carports and patios—our installers use these as “staging” areas to store materials during installation.
- Electricity to the house/building turned on—provide access to electrical outlets
- Notify us if you would like leftover pieces left behind for floor mats

STORE INFO

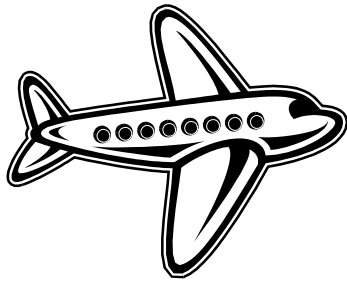
Next is the Turbulence Letter and the Turbulence List. This helps manage the expectations of the client.

Instructions:

- **Use 9 x 12 envelope**
- **Print the letter on cloud or airplane themed paper. Go to PaperDirect.com.**
- **Include a toy balsa wood airplane in the package. Guillow.com has the traditional toy gliders. BestImpressions.com will imprint your company name on their gliders. Use keyword “gliders” at their website to find the product.**

A toy airplane super memorable for your client and will put big huge smile on their face. It also makes the package lumpy.

I also recommend having the salesperson give the Turbulence List to the client at the end of the in home visit after the client has decided to purchase.



YOUR NAME
Owner of **YOUR STORE**

Dear **CLIENT NAME**,

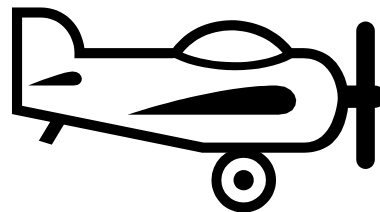
Purchasing floor covering is like taking an airplane flight across the country. You have no idea how the trip will go when you first start out. The pilot doesn't either! You could have 33 different types of turbulence, or your flight could go smoothly and land right on time. A good pilot will use his or her expertise to navigate around storms, but if they are honest with you, they know they can't promise a turbulence-free flight. The pilot's job is to get you to your destination in the shortest time possible, and keep you updated during the trip.

I have included a list of 33 types of turbulence that we could encounter during your installation process. This is not an exhaustive list, but it covers most of the common issues.

As your floor covering consultant, I see myself as the pilot of your plane. My job is to help you get your floor covering installed with the least amount of stress possible. I can't guarantee that we won't hit turbulence, but I promise to do my best to make it the smoothest flight possible. **And if we do hit turbulence, I won't bail out on you.** I'm your teammate throughout the flight, and I'll work hard to get you safely to your destination.

At your Service,

YOUR NAME
Owner of **YOUR STORE**



your store info

33 TYPES OF TURBULENCE

Client

1. Changes mind about style or color at last minute
2. Decides to go with hard floor instead of carpet or vice-versa
3. Does not appear for in-home visit (pre-installation)
4. Does not appear for installation appointment
5. Does not tell the truth about known sub-floor/concrete problems
6. Lacks motivation
7. Gift donor changes his/her mind
8. Can't qualify for desired financing—must change programs
9. Loses his/her job—can't proceed
10. Divorce, injury, illness or other financial challenge before purchase is complete
11. Too picky about floor covering in price range they can afford
12. Delays installation date
13. Encounters problems getting spouse to agree on style/color
14. Does not complete repairs ahead of time as agreed
15. Does not follow the installation preparation checklist provided ahead of time
16. Does not move furniture ahead of time as agreed
17. Decides to move before purchase is complete

New House

18. Builder miscalculates time frame for completion of new home
19. Builder has too many cost overruns

Remodel/Repair

20. Contractor miscalculates time frame for completion of work
21. More extensive repairs than expected
22. Contractor has too many cost overruns
23. Work is not done up to code

Product

24. Flooring has to be back ordered
25. Wholesaler delays shipment
26. Flooring arrives to our warehouse damaged—must be sent back
27. Wholesaler sends wrong color or style of flooring
28. Desired style/color is no longer manufactured
29. Desired color/style is exotic—takes longer to obtain

Installation

30. Subfloor needs unexpected prep work
31. Baseboards/trim require touching up
32. Your installation takes longer than estimated
33. Installation prior to yours takes longer than expected

Next is the Reticular Activator letter. You'll need to get a supply of new, crisp \$1 bills.

This further plants and waters the "referral seeds."

DOLLAR BILL STAPLED HERE

What In The World Is A *Reticular Activator*?

Dear CLIENT NAME,



YOUR NAME

Owner of YOUR STORE

As you can see, I have attached a crisp, new one-dollar bill to the top of this letter. Why have I done this? Actually, for 2 reasons:

1. I have something very important to ask you and I needed a powerful way to get your attention.
2. Since referring a truly knowledgeable floor covering professional to your friends and loved ones can save them thousands of dollars by helping them choose the right floor covering (out of the thousands of options available), I thought the dollar bill was appropriate.

“Reticular Activator”

To that end, I want to tell you about your “Reticular Activator.” Your RA is a filter or a screen that allows your brain to only sense certain things that otherwise you wouldn’t notice. For example, the last time you bought a car...all of a sudden you started seeing cars just like yours all over the road! Pregnant women seem to notice other pregnant women everywhere. When you buy a new pair of shoes, you notice other pairs exactly like your brand new ones. That sort of thing is what your RA notices.

So what does this have to do with floor covering?

My purpose in explaining about your RA is to make you aware that it has probably “turned on” already! You are going to find yourself talking about floor covering all of the time! When you are having these conversations with other people about your new flooring, and if you are happy with the World Class Service that we are giving you, then I ask you to give those people my name. YOUR STORE is dependant upon customer referrals, and I’m asking for your help in growing my business.

How to get a night out at the movies...my treat!!

As you probably know, advertising is very expensive. Instead of paying the newspaper or other place to advertise, I’d rather reward you. So I’ve assembled my *Referral Rewards Program*. Every time you refer someone who becomes a client, I will

send you a gift certificate for two passes to the **Movies-8 Cinema**. And Hey! What's a movie without popcorn? The gift certificate will also cover a big box of hot, buttered popcorn and sodas!

Enclosed are TWO BUSINESS CARDS. When you tell someone about me, can I count on you to give them one of my cards when you recommend my store? I appreciate your help very much! I want to be your Floor Covering Consultant For Life!

At Your Service,

YOUR NAME

P.S. Get a night out at the movies...my treat! Every time you refer someone who becomes a client, I will send you a gift certificate for two passes to the **Movies-8 Cinema**. And Hey! What's a movie without popcorn? The gift certificate will also cover a big box of hot, buttered popcorn and sodas!

Next is the Lotto Letter. You'll need a good supply of \$1 lotto scratchers.

Further cultivating and watering of the "referral seeds."

LOTTO SCRATCHER STAPLED HERE

Dear **CLIENT NAME**,

As you can see, I have attached a Lottery scratcher to the top of this letter. Why have I done this? Actually, for 2 reasons:

1. I have something very important to ask you and I needed a powerful way to get your attention.
2. Since the chances of finding a floor covering store that provides *World Class Service* to their clients is about as good as winning the lottery, I thought the Lottery scratcher was appropriate.

It's been my goal to provide you with World Class Service. It's very important that you feel your expectations are being exceeded. If you are truly happy with **YOUR STORE**'s service, then...

...I Need Your Help!

Who is the next person you know who could benefit from my services? Here are some ideas:

- A friend or co-worker who complains about her worn out carpet
- Someone who is planning to move to a new home
- Someone who needs flooring, but doesn't have the cash (we can help with financing!)
- Someone who would like to finance their flooring AND make no payments for six months
- Someone from your job, church, kid's school, association, etc.

How To Get A Night Out At The Movies (My Treat!) With The **YOUR STORE Referral Rewards Program!**

As you probably know, advertising is very expensive. Instead of paying the newspaper or other place to advertise, I'd rather reward you. So I've assembled my *Referral Rewards Program*. Every time you refer someone who becomes a client, I will send you a gift certificate for two passes to the **Movies-8 Cinema**. And Hey! What's a movie without popcorn? The gift certificate will also cover a big box of hot, buttered popcorn and sodas!

Another powerful benefit of referring **YOUR STORE**—Most floor covering stores spend 90% of their time seeking new business from the general public. I dedicate this time to providing my clients a world-class level of floor covering service that is above and beyond expectation. In turn, I offer the same commitment to your friends, family and co-workers who you are willing to refer to us. By referring us, this allows me to invest more of my time and energy into taking care of your needs, rather than trying to get new business.

I have enclosed TWO BUSINESS CARDS. Can I count on you to pass these out to someone in your sphere of influence who could benefit from my services? Thank you so much for your help.

At Your Service,

Your Name

Owner of **YOUR STORE**

P.S. Get a night out at the movies...my treat! Every time you refer someone who becomes a client, I will send you a gift certificate for two passes to the **Movies-8 Cinema**. And Hey! What's a movie without popcorn? The gift certificate will also cover a big box of hot, buttered popcorn and sodas!

Next is the Gift Letter and gift basket. This goes out after the installation is complete. The most effective way to deliver this to have the salesperson do it during the follow up visit.

Instructions for a movie-themed gift basket:

- **Print the letter on Movie & Popcorn themed paper. Go to PaperDirect.com.**
- **Include jumbo boxes of “movie candy.” Whoppers, Milk Duds, chocolate covered peanuts, candy bars, etc.**
- **Several bags of microwave popcorn.**
- **Bottled water**
- **\$5 gift certificate to a local video store**
- **Several business cards**
- **An 8.5 x 11 magnetic memo board with your business name. Go to MagnetStreet.com. Make it a point to get one of these into every client’s home because they keep them forever. I’ve given these to clients and returned a year later to see them still hanging on the fridge.**
- **Wrap the basket in colored cellophane**

For clients that can’t have this hand delivered, office supply stores have shipping boxes you can use to send it through the mail. CAUTION: if you send it through the mail, don’t send anything made with chocolate because it could melt. (Guess how I know!) Send Sweet Tarts, Jelly Bellies and other hard candies.

It's Time To Celebrate!

Dear **CLIENT NAME**,

Congratulations on your new flooring! You have made a wise decision to invest in the value and beauty of your home. *Well done!*

Now it's time to celebrate! Since you are the proud owner of beautiful new floors, I thought you might enjoy a night "in." So the popcorn and movie are on me! Enclosed you will find a gift certificate for **Hollywood Video**.

I want to thank you for choosing me to be your Flooring Consultant. I am honored that you trusted me and my team enough to help you with the decoration of your home. Your business and your referrals mean everything to me! In fact, referrals are the lifeblood of my business. Please don't keep my business a secret. When someone in your circle of influence needs flooring, can I count on you to pass along my name and phone number?

Thank you, again, for your business. I look forward to working with you and anyone you refer to me in the future!

At Your Service,

YOUR NAME

Owner of **YOUR STORE**

Referral letter and drip campaign

(Before)

The salesperson presents the Referral Request form to the client during the follow up visit. The Referral letter is sent to all the people the client puts on the referral form. You can test different offers, always tracking for results. Sometimes a referral was told by their friend about your service and is expecting a call. In that case, follow up the letter with a phone call. (If you call them without permission, make sure to run their names through the do-not-call registry.)

Drip campaign

Some people will only give you one or two referrals (or none), and some will fill out all ten names to get the free gift. You should be able to average 6-7 referrals for each job. Many of them may not need flooring right then, but they might down the road. Since you were “introduced” to them by their friend, when the time finally comes that they do need your services, you will be the top contender for their business. Therefore you want to “drip” on these hot prospects for 1-2 years. Use the monthly newsletter to do this. Also send them any other marketing you send to your past clients.

NOTE: ACT can be customized so you can differentiate between past clients who have purchased and referrals who have not. This is done with an “ID” field. It can also be customized to show who is currently “in process.” This is done with a “Status” field. Bullfrog Solutions provides training in ACT, and how to manage your database for marketing purposes. (BullFrogSolutions.com)

On the next page is the referral request form the salesperson gives to clients during the follow up visit.

How You Can Give Your Friends And Relatives A Free Gift And... Get A Night Out At The Movies...My Treat!!!

Dear Friend and Client,

You may not know about the fabulous referral reward program that we offer to our clients. It works like this:

As you probably know, advertising is very expensive. Instead of paying the newspaper or other place to advertise, I'd rather reward you. So I've assembled my **Referral Rewards Program**. Every time you refer someone who becomes a client, I will send you a gift certificate for two passes to the **Movies-8 Cinema**. And Hey! What's a movie without popcorn? The gift certificate will also cover a big box of hot, buttered popcorn and sodas!

A \$100 Gift From You To Your Friends

I will send every friend or relative that you refer a FREE **YOUR STORE** gift certificate for \$100 in your name!

Do Your Friends A Huge Favor!

Many of my clients came to me after having a bad experience with a floor covering company. You will be doing your friends a gigantic favor by referring them to a company they can trust!

What To Do Right Now

It's simple. Just fill in the blanks on the back of this sheet for each friend, neighbor, relative, or acquaintance you want to refer.

Bonus Reward!!

If you fill out all 10 name, address, and phone spaces and turn it in today, you will receive \$25.00 worth of **YOUR STORE** Bucks! You can use these just like cash next time you purchase spotter, floor mats or any other products from us!

Referral Form On Reverse Side

Look at this—

Special Thanks To All Who Referred Us.

Karen McConnell
John & Cathy O'Shea
Lucy Prall
Dena Mannee
Debbie Clay
Ted Edmunds
Pat Griffiths
Lisa Olivera
Karisaw Hawes
Judy Tenney
Kelly Sabo
Sandy Berg
Mike Palmquist
Bobbie Cooper
Fran Rex
Sharon Davis
Anne Fitch
Mary Moore
Tara Safdar
Tammy Houston
Kim Ruccione
Barbara Douyon
Kari Ball
Ruth Bishop
Gayle Smith
Jennifer Smith
Rita Buttacavoli
Melanie Deal
Jeff & Kim Miller
Marie Sprague
Randy & Cathy Meyer
Tina Davis

YOUR STORE INFO

Your Name _____ Your Phone _____

Your Address _____ City, Zip _____

**Enter The Names Of Your Friends On The Lines Below
(You may attach more sheets if necessary)**

Name _____

Address _____

City, Zip _____ Phone _____

Name _____

Address _____

City, Zip _____ Phone _____

Name _____

Address _____

City, Zip _____ Phone _____

Name _____

Address _____

City, Zip _____ Phone _____

Name _____

Address _____

City, Zip _____ Phone _____

Name _____

Address _____

City, Zip _____ Phone _____

Name _____

Address _____

City, Zip _____ Phone _____

Name _____

Address _____

City, Zip _____ Phone _____

Name _____

Address _____

City, Zip _____ Phone _____

Name _____

Address _____

City, Zip _____ Phone _____

If you really liked our service, I would like to hear about it! (I also want to know if there is something you were unhappy with!!) On the lines below, write 1 or 2 things that you especially liked about **YOUR STORE.**

NO, please do not use my name in your promotional material.

7th Module—Consumer education, positioning yourself as a trusted advisor, and charging higher prices than your competitors

(Before, During, After)

Positioning yourself as a trusted advisor

Doctor vs. used car salesman

I ask my coaching clients how they would rather be perceived by their clients: as a doctor or as a used car salesman. Most say they would rather be viewed as a doctor, but their behavior projects “car salesman.”

Used car salesmen are generally disliked, treated with suspicion and people make contact with them only with great reluctance. People argue and dicker with them, and they don’t believe a word they say, even if the salesman happens to be offering good advice. People just don’t respect them.

Compare that to a family doctor. They are respected, trusted and their clients tend to take their word as gospel.

Imagine this: you go to your doctor because you’ve got a terrible lung infection. You’re sick with fever, sweating one minute, shaking with chills the next. You stagger into his exam room, hacking, coughing and barely able to walk, and collapse onto the table. The doctor comes in and is just about to begin the examination. You hold up a shaking hand and croak, “Wait, doc. Your nurse says it’s \$120 for an examination. I’ll go ninety-five and not a penny more.”

Why would that never happen? For a variety of reasons, but one is because a doctor is viewed as a trusted advisor.

After the examination the doctor hands you a prescription for antibiotics, and you reply, “Well, my brother-in-law says antibiotics don’t really work.” Or, “You know, I’ve been shopping around on the internet and I found another brand that does the same thing way cheaper.”

This would almost never happen either. People tend to take their doctor’s advice without argument. Again, this is because they are considered trusted advisors.

Two things people don’t do with their doctors:

1. Argue price.
2. Argue with their recommendations.

How many times have you had people argue and dicker with you over your recommendations or price? The better job you do positioning yourself as a trusted advisor the less this will tend to happen. You can't completely eliminate it—after all, some people argue with their doctor—but you can make it the exception rather than the rule.

In my System you will learn dozens of strategies for positioning yourself and your salespeople as trusted advisors.

Hard selling vs. easy selling

“People don't like to be pressured, they like to be sold.”

I hate it when salesmen use high-pressure tactics on me. So do you. And so do your prospects.

That's why car salesmen are so universally disliked. They have created an entire industry based on high-pressure sales. (Not to mention unethical bait-and-switch advertising, lying, and trying to squeeze every drop of blood out of each and every customer.)

That's why you should never use high-pressure to try and sell people. You may learn to get sales this way, but they will be short-lived. People will learn not to trust you.

By learning the strategies in this kit you will never, ever have to use high-pressure tactics. This kit is designed to help you create a zero-resistance sales environment. This kind of environment makes for a very pleasant, comfortable sales experience for your prospects. In fact, when these strategies are done properly, there will be very little “selling.” Let me explain.

Hard selling vs. easy selling

Hard selling is the method that comes to most people's minds when they think of sales. Imagine the proverbial used car salesman. He has 101 cheesy—often offensive—sales lines that people recoil from. He spends his time trying to talk people into a product they may not be interested in. He generally employs some high-pressure tactics.

There are some people who get very good at this kind of selling. But there are some serious drawbacks.

- It's very repetitive.

- It's very hard work. We are talking manual labor, cold-call grunt work. It has a high burn-out factor.
- Very uncomfortable selling atmosphere.
- Unpleasant experience.
- The prospect is suspicious.
- They don't trust you.
- High skepticism.
- Very price resistant.
- They are afraid of you.
- There is a good chance they won't feel good about the experience.
- They don't like you.
- Buyer's remorse. They won't be happy with their product.
- They feel taken advantage of.
- Long term relationships don't usually happen.

Easy selling is the opposite of hard selling, and it's the method I teach. Done properly, your prospect no longer sees you as a salesman. You are seen as a trusted advisor, or consultant. Much like a family doctor, or accountant. There are many benefits to this kind of selling.

- It's very easy.
- You are using marketing tools to do your selling for you. No repetitive manual labor, or cold-call grunt work.
- It's fun!
- Very comfortable selling atmosphere...for *both* of you.
- Pleasant experience. Much like a chat over coffee. (I've had coffee or sodas with my prospects many times!)
- The prospect trusts you.
- Very low skepticism.
- Low price resistance.
- They will feel great about the experience.
- They like you.
- No buyer's remorse. They'll feel great about their product or service.
- They feel like they were treated with respect.
- Easy selling opens the door for a long, happy relationship with your client.

With easy selling, 80-90% of the sale is already made before you sit down with your prospect. The marketing and positioning tools you have in place have done all the work for you. You're not even there to "sell," but really just to give guidance to your clients and finalize the details.

I've done both kinds and I'll never go back to hard selling. Easy selling is way too much fun and pleasant for everyone involved.

I have developed wonderful relationships with many of my prospects by using easy selling. In some of my businesses I've been offered lunch, dinner, a glass of wine, even the use of people's swimming pools! People have told me to help myself to anything in the refrigerator, or take a break and watch TV. I have been given keys and alarm codes to people's homes. One of my clients has 300 acres with several bass ponds and a boat. She gave me the key to her gate so I can go up anytime I want and take my family fishing. People have offered me the use of their cabins on Lake Tahoe.

I am not exaggerating any of this. I am pointing out what is possible if you develop a relationship with your prospect through easy selling. With hard selling, none of this is ever likely to happen. No one invites a used car salesman over for dinner and a swim in their pool.

Easy selling creates a completely different kind of relationship with your prospects than hard selling. Implement strategies that position you as a trusted advisor, and allow you to do easy selling.

Client education

I teach many strategies to position yourself as a trusted advisor, and the one we're going to cover right now is client education; specifically, using the Consumer's Guide to Floor Covering.

There are so many pitfalls when shopping for flooring, not the least of which is the misinformation put out there by the box stores, online dealers, and discounters that creates the perception that lowest price is the most important consideration when purchasing flooring. We've all heard the horror stories of consumers who were attracted by low price, who then were subjected to bait-and-switch tactics, endless delays, shoddy workmanship, and on and on.

How many times have you wished you could thoroughly educate your clients about the pitfalls of not choosing the right dealer? The Consumer's Guide does this for you.

People who are shopping for new flooring are craving information. They have no idea how to choose one store over another, or one product over another. Now *you* can be the one to give them this information.

This is important for 5 reasons:

1. It positions you as an expert.
2. It gives you a chance to educate your prospects on the benefits of your store.
3. It helps your prospects make a well-informed decision on which store to choose. (Yours of course!)
4. It differentiates you from all the other stores. After all, how many other dealers give out consumer guides?

5. It creates value in the mind of your prospect.

Every prospect who visits your store should immediately be given one of these booklets. I outline how this is handled in the World Class Installation System manual.

These are also good follow up for people who call your store, but don't come in right away. Get their name and address and send them a consumer guide. Say something like, "I understand that you want to check out other stores. Can I send you a copy of our *Consumer's Guide To Floor Covering*? Some of the topics covered are how to avoid predatory floor dealers, 7 costly misconceptions about floor covering, and 6 mistakes to avoid when choosing a floor covering store. What's the address I should send this to?"

After capturing their name, address and phone number, a salesperson should follow up with them a couple of days after they get the Consumer's Guide.

Customizing the Consumer's Guide

This guide is designed to be used by any flooring store. Areas within the guide are highlighted where you can plug in your personal information. If there is something in the guide that doesn't fit your particular store, or you disagree with a particular statement in the guide, don't get hung up about it. Simply change it to fit.

Audio version of the Consumer's Guide—the Consumer Awareness Hotline

In the last module you will learn this strategy in detail. It's extremely powerful and versatile, and allows you to increase the effectiveness of any marketing piece without any increase in expense.

Charging higher prices than your competitors

"Live by price, die by price."

"If you aren't getting any price resistance, your prices are too low."

"Competing by low price requires the least talent and the least imagination."

"Low price is the default position of the lazy marketer."

The box stores exist by creating the perception of lowest price. This is their one selling point. They beat this mantra to death because they have nothing else to offer. Through loss leaders, category killers and other techniques, they are masters at creating the *perception* of low price. However, in reality they are rarely a true low price leader.

The problem is, too many dealers try to copy the techniques employed by the box stores and create the perception that **THEY** are the low price leader. This is a suicide mission. If your big selling point is low price, you have nowhere to go but down. Because all it takes is for someone to come along and offer a lower price, and you've just lost the business. You are going to learn to compete by many other means **OTHER** than low price.

Problems with competing by low price

Many dealers compete by trying to be the lowest price possible. They think that if they can attract more clients with a low price, they will make it up in volume. There are several **GIANT** problems with this.

1. You won't make it up in volume. Very few businesses can make up for low price with sales volume. Even the box stores succeed only by creating the perception of low price. On top of that, they have the facilities to move gigantic amounts of merchandise (not flooring) in a short time. Selling & installing flooring is a long, complicated, labor-intensive process. You won't make it up in volume.

2. Your quality goes down the toilet. To make up for low price, you have to cram more sales into your month. This means everyone is rushed. There isn't time to provide good service because you're too busy trying to crank out the next sale.

Even WalMart shoppers are familiar with this concept. Whenever I go to WalMart I expect only one thing: low price. I do not expect quality service. And it's a good thing, because I'd be disappointed most of the time. I can never find a salesperson when I need them, and when I do they never have the training to help me. The facilities are always dirty. The employees are disinterested. But I get my low price. (And I rarely go to WalMart.)

Think of any quality, successful business, whether it's a restaurant, or a specialty shop, and the prices are always higher than the competitors. Successful business owners know that quality and low price don't go together.

3. You have nowhere to go but down. If the only benefit you can offer to prospects is low price, what happens when someone comes along who is lower than you? You have no choice but to lower your price.

Competing with low price is a dead-end street.

Raise Your Prices!

I am going to give you some secrets to raising your price.

Build value in the minds of your prospects. If you build value into your service, you will be able to demand higher prices. My system is brimming over with value-building strategies. If you build value in the minds of your prospects, they will gladly pay higher prices.

End comparison-shopping. If you are different than all the other stores, people are much more willing to pay a higher price. (This system is full of strategies for being different than other stores.) The idea is to get prospects to view your store as an apple...THE apple...in a barrel full of oranges. This is also accomplished through unique selling propositions, or USP's.

Don't cater to price shoppers. Some people are loyal to price. Whoever has the lowest price, that's who they are loyal to. You don't want these people. No matter how much quality you build into your program, they still want the lowest price. Forget about them.

However, some people are loyal to quality. Whoever has the highest quality, that's who they are loyal to. You want these people. No matter how cheap other stores are, they still want the highest quality and they will pay for it. All you have to do is educate them on the reasons your prices are higher—build value in their minds—and they will pay your price.

Educate your prospects. Educate prospects on the benefits of your store. The *Consumer's Guide* is a great tool for doing this. Educate them on the difference between a quality dealerships and buying from the cheap guys. Show them how you are different.

People accept the value you place on your services. People who are loyal to quality *expect* to pay a higher price, and are suspicious of low-priced services.

I can't tell you how many times I've had clients tell me they got a flyer for a ridiculously low-priced service, but they didn't go with that company because they were afraid of poor quality. That company may have done a good job, but they placed a low value on their services. This caused everyone else to place a low value on their service, as well.

If you charge a high price for your products and services, people will generally accept that your price reflects your quality...that there is a good reason you are more expensive than others. In fact, if you are the most expensive store in your area, people will tend to view you as the highest quality.

You have nowhere to go but up. Once you have established yourself as the quality leader (not the low-price leader), you will attract clients who are interested in quality, and who don't mind paying more. You will never be put into a position of having to beat other store's prices.

It's easier to raise prices when necessary. Clients who use and refer your store do so because they want the best. Price increases are not a big deal. Not so with stores who compete on low price.

If the only thing people were interested in was low price, everyone would eat at McDonald's. Yet we know that people go to extremely expensive restaurants and gladly pay the exorbitant prices. And leave a big tip! They are judging the restaurant on something other than price. Service, atmosphere, and quality of food.

Make no mistake, there are many reasons people choose stores other than price. Just educate them on all the reasons they should choose you instead of all the other cheap guys.

Creating a zero-resistance selling environment

I teach over 27 strategies for creating a zero-resistance sales environment; strategies that build value and allow you to charge YOUR prices regardless of what the guy down the street charges. Here is a summary of some of the most effective:

- Consumer education
 - Consumer's Guide To Floor Covering
 - Free Recorded Messages
- Testimonials
 - Portfolio
 - Brag wall
 - Audio CD's
 - DVD's
- Referrals
- Powerful guarantees
 - No regrets guarantee
 - Exact price quotation guarantee
 - Installer professionalism guarantee
- Powerful warranties
 - Lifetime installation warranty
 - Promoting other warranties attached to your products
- World Class Installation System
- Design Audit
- Clean, well-organized store
- Beverage bar
- Baked goods prepared in the store
- Uniforms

Consumer's Guide Template

(Before, During)

Next is the Consumer Awareness Guide. As I said earlier, this guide is designed to be used by any flooring store. Areas within the guide are highlighted where you can plug in your personal information. If there is something in the guide that doesn't fit your particular store, or you disagree with a particular statement in the guide, don't get hung up about it. Simply change it to fit.

Warning: if you make changes to the guide, make sure they are specific to the functions of your store. Don't water down its tone or its message. It's specifically designed NOT to sound like a corporate brochure.

Also, it's NOT designed to "look" slick. This is done ON PURPOSE. Don't try to make it look pretty.

If either of these concepts still don't make sense to you, go back and review module number one in its entirety.

Consumer's Guide To Floor Covering

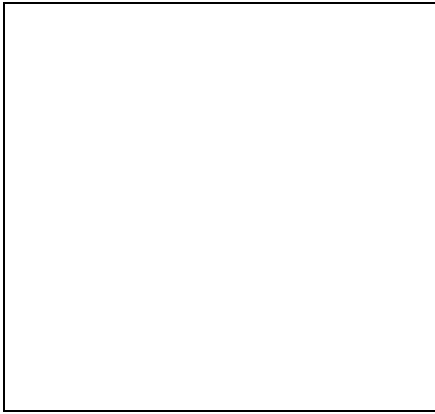
By <<YOUR NAME>>
<<YOUR STORE>>
<<PHONE>>

WARNING: Don't call or visit any floor covering dealer until you have read this consumer awareness guide!

In this guide you'll discover...

- How to turn your floor-buying nightmare into a dream come true
- How to avoid predatory floor dealers
- 7 costly misconceptions about floor covering
- 6 mistakes to avoid when choosing a floor covering store
- The 3 "Dirty Little Secrets" about installation that floor covering dealers pray you NEVER find out
- Which floor covering is best for you
- How to get an iron-clad warranty
- 4 steps to getting the beautiful floor of your

Provided as an educational service by
<<your store>>:
specialists in floor covering
address
phone



A Message From **Your Town's** Floor Covering "Guru"

Dear Friend,

Floor covering is one of the most important purchases you will make in your lifetime. When redecorating your entire home, the floor covering represents a big part of this investment. A home means different things to different people, but to most it's a sanctuary; a haven of security, safety, rest and memories. And beautiful, quality flooring provides the foundation for the interior beauty of your home.

But choosing a floor covering store isn't easy. Why? Because you're bombarded with misleading advertising, confusing claims and simply bad information.

- From super low prices, hundreds of products, and high-pressure sales
- To unqualified or unscrupulous "sales people"
- To unethical, bait-and-switch dealers, or "discount," "Bargain Corral," and "Mega-Depots" stores...

...how do you ever find a qualified, competent, professional floor covering expert?

You start by reading this Consumer's Guide. In this fact-filled booklet, you'll discover how to avoid predatory floor covering dealers, six mistakes to avoid when choosing a store, and four steps to getting the beautiful floor covering of your dreams!

I wrote this guide to help you better understand floor covering. I want your floor covering experience to be a dream come true rather than the nightmare you hear about so often. Now, with this information, you can make an informed, intelligent decision.

And if you have any questions about floor covering, you're invited to call me. I've dedicated my business to educating consumers. I'll be happy to help you in every way.

Your Friend,

YOUR NAME

Expert In Floor Covering

Introduction

How To Turn Your Floor-Buying Nightmare Into A Dream Come True

You might think it's strange that a floor covering dealer is using the word "nightmare" when it comes to buying flooring. You might even be wondering if I've lost my marbles!

You might be thinking, "Isn't getting new floor supposed to be fun? Supposed to be a pleasure? Supposed to be the fulfillment of a dream?"

Well, the answer to all three of these questions is a definite "YES!" It's **supposed** to be fun, a pleasure, and a dream come true. **There is really no reason why it shouldn't be!**

But all too often it's not.

***"So, if it should be a *dream come true*,
why do so many people wind up in the *nightmare*?"***

Great question. Before I explain why this happens (and how to insure that you get the "dream come true" experience you deserve), let me share with you a letter that was written by a real flooring consumer. She purchased floor covering for her and her husband's investment property, and wanted to share her story to help other consumers. I think you'll find it very illuminating.

"We were getting ready to sell our investment property, and needed to do some remodeling before we put it on the market. I thought choosing flooring for the remodel would be fun and I looked forward to all of the possibilities. After I got into it, I was overwhelmed by all of the possibilities.

Salesman #1 was low keyed and patient and stood quietly in the background as I looked over the sea of possibilities. I wanted a combination of cabinets, countertops and flooring that would have a WOW factor. I kept going to the more daring colors, lugging them back to the house where they would die once I laid them on the floor. How in the world do you get a room to *pop*???!!!

My thoughts kept returning to the fact that it was going to cost just the same amount of money to make the house beautiful as it was to make it ugly.

Flooring and installation is a big investment...and ugly doesn't cost less.

I decided to try another store where there was a sales person who said she could help (decorating experience)...and she did help us gather tile pieces that went with the *glazed mocha* cabinet sample that we brought in. We once again lugged a stack of flooring back to the house. We tried a few pieces, but honestly couldn't tell what looked good anymore. Everything looked stale and we were sick of the whole process. BUT we didn't worry because the helpful decorator/sales person from the store was coming out at 10:00 the next morning to help.

She didn't show up. (Arg!) She never called and we still have her samples (she was supposed to pick them up when she came out.)

Back to the first store we went (by this time my husband's eyes glazed over every time I held a sample up, and he would just shrug his shoulders...he only came with me so I didn't have to go through the torture alone. He was completely burned out). Salesman #1 was out of town, so the owner said he would help us. He got INVOLVED; he gave us ADVICE tailored to our exact situation. He said not to do daring stuff, or we'd limit who we could sell our investment property to.

He disappeared for a minute and came back with the perfect tile. Upper-end, neutral color, gorgeous texture, looked expensive. We loved it.

Mr. Owner said, *'What color grout do you want?'*

We said, *'You choose...'*

AND HE DID!

The sun broke through and the birds began to sing and an ENORMOUS weight came off our shoulders.

He said, *'What do you want in carpeting?'*

'What will go with this tile?' I asked.

He brought out two samples.

'Which one do you like?' we asked. (By this time it was literally impossible for us to tell what looked good anymore!) He thumped the one on the left and we took it.

If someone had told me beforehand just how emotionally difficult the process could be, I would probably have laughed. Until I got hip-deep in the project I just couldn't imagine. Even little things like having to make ANOTHER trip to the store turned into an utterly frustrating grind.

Words just can't describe how wonderful it was to find a store owner who cared enough and had the experience to guide us. Next time we buy flooring we will NOT go through this again. (I've got my hand on a stack of Bibles as I write this!) We've found a store owner we can trust and we're going to let HIM help us right from the beginning on the next project.

We paid a little more than the other store quoted us, but we didn't care...we could hear strains from the *hallelujah chorus* as we left his store.

-A (now) Thrilled Customer

If you have been through the floor-buying process before, you may have found yourself nodding your head in agreement as you read this letter. I've listened to consumers over the years and I've heard stories just like this time after time.

And that's why I've written this *Consumer's Guide*. You see, **I want your floor buying experience to be a dream come true, and there is absolutely no reason on Earth it can't be.** I've invested hundreds of hours and thousands of dollars creating a "World Class Installation Process" at **YOUR STORE** so my clients' experience will always be a great one. And based on this knowledge, I've written this *Consumer's Guide* so **YOU** can have a great experience, too!

4 Predatory Sales Tactics

Predatory sales tactic #1—Bait and Switch

Here's how it's done: you pay for a high-quality carpet, but the dealer secretly installs a lower quality carpet of the same color and style. It's extremely difficult for the average person to tell that this has been done. UNTIL...about 6-12 months have passed. Then you begin to notice wear patterns, fraying or other problems with the cheap carpet.

The same thing is done with carpet padding and hard floors.

Another bait and switch tactic is to advertise a ridiculously low price to get you into the store, but when the "salesperson" visits your home to measure, the price is suddenly inflated. Then the "salesperson" uses high-pressure tactics to get you to buy at the higher price. Dealers who engage in this kind of deceptive practice hire "salespeople" who are nothing more than con-artists, and who are masters at manipulating and pressuring people.

This is why it's critical that you work with a local dealer you can trust. Always get a list of references from past clients.

Predatory sales tactic #2—Using untrained, uncertified installers to cut costs

Buying floor covering is different than buying other interior decorating items such as sofas, lamps or tables. Why? Because when you buy a sofa, you simply bring it home and set it in your living room—you don't "install" the sofa. Floor covering has to be installed: it's literally "manufactured" at your home. So when you buy floor covering, you're really buying two things: the floor covering itself, and the installation.

Unfortunately, unethical dealers try to save money by hiring "cheap" labor to do their installations. Here's how it works:

They offer super low prices or ridiculously discounted "specials" to lure people into their store. Well, all of their overhead remains the same: rent, utilities, and their cost for the floor covering. NONE of these costs can be reduced. So how do they "pay" for super-discounted price offers? They don't. Instead, they make YOU pay by hiring cut-rate, untrained, uncertified installers. And the worst part is, you don't even realize it until the installers show up at your door.

Some common problems encountered with uncertified, untrained installers:

- They show up late, or not at all (lack of professionalism).
- They are not trained in good customer service. Many times they are rude or simply don't communicate well with the home owner.

- Since they are underpaid, they have to rush through your job and hurry on to the next so they can complete as many jobs as possible.
- Damaged floor covering
- Damage to your home

Another big problem is high turnover. Since these “discount,” “Bargain Corral,” or “Mega-Depot” dealers can’t afford to pay a fair salary, installers are constantly quitting. In the desperate rush to find new installers (who will agree to work for “peanuts”), things like training, customer service, and criminal background checks don’t get done properly. This is bad news for you, the consumer.

When considering a floor covering store, always ask to see the certification credentials of their installers. Don’t simply take their word for it that the installers are certified. If they balk at showing you certification credentials, find another store.

At **YOUR STORE**, I only use trained, certified installers, and I’ll be happy to provide you with credentials.

Predatory sales tactic #3—Making false or misleading claims

One way this happens is when a “salesperson” claims that a carpet is “stain proof.” Modern science has helped us make carpets that are pretty amazing at resisting stains. However, we still haven’t reached the point where we can make carpet “stain proof.” And because of this, NONE of the manufacturer’s warranties make this claim. They all say “stain resistant.”

If you ever hear a salesperson call a carpet “stain proof,” they either lack training, or they are unethical. Either way, find another store.

Another misleading claim is “invisible seams.”

Here’s the rule of thumb for seams: short pile or “looped” carpets tend to show seams more than deep or “cut” pile. In order to make the sale, a dishonest or incompetent salesperson will promise “invisible seams” even with short or loop pile carpet. It’s only after the carpet is installed that you find out you weren’t told the truth.

A competent, ethical dealer will give you an honest assessment about the visibility level of seams for the different styles you are considering. That way you can make an informed decision BEFORE the carpet is installed.

Predatory sales tactic #4—Not honoring their warranty

Warranties protect you in three ways:

1) **Defect Warranty.** Sometimes even the best manufacturers send out a product that has a defect. One mark of a quality manufacturer is not that they never accidentally send out

a defective product, it's that they replace it at no cost to the client. This is called the "defect warranty" and it simply protects you in case this happens.

No matter what you're buying (toaster, TV, computer, floor covering, etc.), any honest, ethical company will replace it or fix it if it's defective. This is just good, old-fashioned business decency, and it's how I operate **YOUR STORE**.

2) **Installation warranty.** Floor covering is installed or "manufactured" at your home. No two installations are the same. It's a complicated process that requires a lot of training. Installers are human beings, and because floor installations are so complex, even the best installers can make a human "error" sometimes. But YOU shouldn't have to pay for the error. The installation warranty protects you in case a mistake is made during the installation.

3) **Stain Warranty.** Stain Warranties work a little like an "insurance policy" if you accidentally spill something on your carpet that won't come out. There are different "levels" of stain warranty. A typical stain warranty might last five years, but many stores give you the option to purchase 10 year, 15 year, and even lifetime warranties.

Warranties are critical! I believe in warranties and offer them on all my products. You should never, ever buy floor covering without getting a written warranty beforehand.

Virtually every dealer offers some kind of warranty or "guarantee." But here's the problem...

WARNING: Unethical, bait-and-switch, "discount" dealers might offer a warranty to get you to buy, but if a problem comes up they simply refuse to honor the warranty that you paid for.

A typical scenario might go like this:

The "Delay Game"

You buy a laminate floor from a dealer, and several weeks after the installation you notice that the joints are coming apart. You call the dealer and the following happens:

- They don't return your repeated phone calls & messages.
- After finally getting a hold of a manager, they make an appointment to "inspect" the floor, but never show up.
- Your follow up calls are ignored.
- After many missed or delayed appointments, they finally "inspect" the floor, promise to get back to you, but never call.
- They say it's a "manufacturing problem," so you call the manufacturer and they say it's an "installation problem." They pass the buck back and forth for weeks.
- They offer to send you a few hundred dollars in order to make you go away. You refuse.
- They begrudgingly agree to replace the floor at no charge, but the installers never show up.

- The installers finally show up, but they inform you that the cost to “re-install” will be \$500. You tell them that the dealer said “no charge.” They refuse to do the work without getting paid. More delays. More stress.

(Go to www.ripoffreport.com and look under carpet & tile stores to see real life examples of the “Delay Game.”)

This process typically drags on for weeks or months, all the while your floor that you paid a lot of money for is NOT getting fixed. Keep in mind that this is done **deliberately**. You see, unethical, bait-and-switch, “discount” dealers **know ahead of time** that because of their low price they simply cannot afford to honor their warranties.

So they play a numbers game. If they get ten warranty claims in a month, they know that if they play the “Delay Game” long enough, eight of the customers will simply give up and go away. Now they only have to pay for two warranties! Not a bad deal...for them.

The “Delay Game” is especially frustrating when the big-box, “Mega-Depots” play it. These stores are HUGE corporations, and have layer after layer of bureaucracy, and lots of lawyers. Trying to get them to honor a simple agreement can be like dealing with the federal government: a hair-pulling nightmare.

Finally, in desperation, you hire an attorney (more money out of your pocket), and FORCE them to honor the warranty that you paid for, and you get your floor fixed. (Hopefully they get it right this time, otherwise you get to play the “Delay Game” again!)

In this case, did the warranty protect you? Well, in a way it did, because you eventually got your floor fixed. But what a nightmare! Wouldn’t it be better to work with a local, honest dealer that backs up their warranties out of simple ethics rather than legal threats?

This is another reason it’s critical that you work with a local, reputable company you can trust. Always get a list of references from past clients. References are simply the **ONLY WAY** you can know ahead of time that you’re dealing with an honest company. If they refuse to provide references, find another store. Period.

7 Costly Misconceptions About Floor Covering

Misconception #1—The company that offers the lowest advertised prices offers the greatest value.

No. Low price does not equal good value. Price is what you pay, but value is what you get. Many consumers choose a floor covering store based on price and only later discover that they didn’t get good value.

There are many things that go into providing good value:

- Quality materials. No bait-and-switch.
- Iron-clad warranty that is not only in writing, but the dealer stands behind it out of a sense of ethics rather than threats of legal action.
- Knowledgeable sales consultant who can help you narrow the thousands of options to the one that's best for your unique situation
- A stress-free, World Class installation process
- Friendly and reliable communication from the dealer's staff during the selection and installation process.
- Your calls are returned promptly and NOT ignored.
- Expert installation by trained, certified installers who conduct themselves as professionals in your home.
- A beautiful finished product that you can be proud of.

The “discount” dealer who offers the lowest price has to “pay” for that low price by cutting out value. Ultimately this means that YOU pay.

That's why it's critical that when you choose a floor covering store, always look at overall value rather than simply the price tag.

Misconception #2—All floor covering dealers are the same

No. Many floor covering companies carry products that look the same or have the same name. This leads to one of the biggest misconceptions in the industry: “all dealers are the same.” Based on this misconception, many consumers to make a decision based on price alone. This causes several problems.

First, many products may look and feel identical, but are vastly different in quality. Knowing the type of materials used in the product, face weight, density, and construction are a critical. An honest dealer will educate you on the differences and help you select the right product.

Second, dealers may offer the same product, but have vastly different warranties. Or one dealer honors its warranty while another plays the “**Delay Game**.”

Third, two stores may offer the same product, but the installation quality at one store may not good. Remember what I said earlier: floor covering is “manufactured” in your home. It's not like buying a sofa. A lousy installation means you wind up with a lousy finished floor, even if you paid extra for high-quality products. Ask to see the certification paperwork of all installers. And ask to see a list of references.

Fourth, a reputable dealer will take the time to help you find the product that's best for your unique situation rather than just try to “sell” you carpet. It's the difference between dealing with a “sales person” and working with a Trusted Advisor.

We want to be your Trusted Advisor. At **YOUR STORE** we have a process called a “**Free Design Audit**” where we take you through a series of questions that helps narrow

the thousands of options to the one that works best for you. This also saves many hours of fruitless shopping and takes the stress out of buying. It makes the process fun!

Misconception #3—All warranties and guarantees are the same

No. For example, two stores may have the same product, but one store offers a 5-year stain warranty and the other offers a 10-year stain warranty.

Also, installation warranties are very different. Many stores offer only a 1-year installation warranty (or NO installation warranty). I offer a LIFETIME installation warranty at all products sold at **YOUR STORE**.

I also offer a No Regrets Guarantee. If you don't like the flooring, I'll replace it free within the first 30 days. (I'll give you more details about this a little later on.)

But always keep in mind that most stores have some kind of warranty. The question is, will they honor their warranty if there's ever a claim? Or, will they play the "Delay Game" and hope you give up and go away, and force you take legal action to MAKE them honor their warranty?

The only way you can know ahead of time is to work with an honest, local dealer, and ALWAYS get a list of references.

Misconception #4—You should choose the flooring material THEN locate a dealer

No. This can be a problem for two reasons.

First, there are literally thousands of products on the market. Trying to sift through all of them can take weeks. Work with a dealer who has your best interest in mind and who can help you do the sifting. This will save you many frustrating hours and make the process less stressful.

Second, there are so many new and improved products coming out that it's really a full time job just keeping up with it all. You might select a product to solve a flooring challenge, not aware that there is another product that will do a much better job for the same money. My sales staff and I dedicate hundreds of hours each year educating ourselves on the industry so we can make the best recommendations to you.

A competent, professional dealer will ask lots of questions to help determine the best flooring for you. We use the "**Free 15-minute Design Audit**" to take you through a series of questions. Based on your answers, we can quickly narrow your search to the best floor covering for YOU.

The best way to find floor covering is to choose a dealer you can trust and work with them to help find the flooring that's best for you.

Misconception #5—The company that quotes you the lowest price is the company you should choose

No. There are two problems with this approach.

First, there are many dishonest, unethical dealers who will quote low prices up front in order to get your business. Then they make you “pay” for the low price in several ways:

1. They install a lower quality product than you originally paid for, but don’t tell you. (This is called bait-and-switch.) It’s virtually impossible to tell that they’ve done this until 6-12 months later when the carpet begins to show wear and/or fall apart.
2. They cut corners on installation costs by hiring “cheap,” uncertified, improperly trained installers.
3. They don’t honor their written warranties. If you ever make a claim, they play the “Delay Game” because they can’t afford to honor their warranties. They hope you will give up and go away. The only way you can get them to honor the warranty that you paid for is to take legal action.

The second problem is that many dealers through their advertising have promoted the myth that price is the only consideration. (This is especially true of the big-box, “Discount,” “Bargain Corral,” “Mega-Depot” stores.) While price is important, overall value is even more important. Remember these critical items that go into creating overall VALUE:

- Quality materials. No bait-and-switch.
- Iron-clad warranty that is not only in writing, but the dealer stands behind out of a sense of ethics rather than threats of legal action.
- Knowledgeable sales consultant who can help you narrow the thousands of options to the one that’s best for your unique situation
- A stress-free, World Class installation process
- Friendly and reliable communication from the dealer’s staff during the selection and installation process.
- Your calls are returned promptly and NOT ignored.
- Expert installation by trained, certified installers who conduct themselves as professionals in your home.
- A beautiful finished product that you can be proud of.

Misconception #6—The best way to buy flooring is to shop online

Not so. One of the worst places to go for floor covering is to the internet. There are several things that make the internet an extremely undesirable place to look for a flooring.

1. You have no idea if the person on the other end of the line is ethical. We have many clients who, before coming to us, used an online dealer and were promised certain prices and products, only to have something different installed or have the price change. Not to mention endless delays.

2. You have no idea if the “sales person” is experienced. On the Internet, you’ll be working with an eighteen-year-old telemarketer in most cases. Floor covering transactions, are very complicated, and online dealers are notorious for causing delays and making mistakes.
3. They do not care about developing a long-term relationship with you. They will treat your purchase as a one-shot deal, with no consideration given to providing good service so they can earn your referrals and repeat business. (At **YOUR STORE**, 84% of our business comes from repeat and referral clients. We depend upon repeat and referral business for our livelihood, so we have a vested interest in making sure that you are head-over-heels thrilled with the service you receive.)
5. Warranty claims are a nightmare. We all hope that making a warranty claim won’t be necessary. But when it becomes necessary, you really need the warranty to be honored. Getting most online dealers to honor their warranty is a time-consuming, frustrating ordeal. You will most likely wind up playing the “**Delay Game.**”
6. They have no relationships with installers. Because online dealers sell to anybody living anywhere, it’s impossible for them to keep control of the installation. They might say they have “trained installers in your area,” but these are nothing more than sub-contractors. These sub-contractors work for many different dealers, so they have no real loyalty to the online dealers. And since the online companies lure consumers in with “cheap price” offers, they cut corners by underpaying their installers. This causes the installers “rush” through the job, and makes them very reluctant to return to correct mistakes. They simply can’t afford it.
7. Also, the Internet is not regulated. These days anybody can put together a website quickly and easily using the software that’s available. Sometimes these “businesses” are nothing more than installers working out of their garages to create a “company” via a website. Many of these are fly-by-night, here-today-and-gone-tomorrow dealers. This platform is geared toward perking interest. These are people who don’t have existing relationships, and who don’t work via referral. Unfortunately, they try to commoditize the industry.

Choosing floor covering is the largest decorating decision you will make in your life, and it needs to be taken very seriously. It’s not like shopping for the best price on a table lamp. You need to consider that the lack of regulation on the Internet allows them to offer anything they want to you the consumer just get their phone to ring.

Misconception #7—Any honest floor dealer should be able to give you accurate prices over the phone

No. Here’s why.

There are four items that must be reviewed before a dealer can give you an accurate price quote:

1. Kind of flooring.
2. Size of the rooms.
3. The shape of the rooms.
4. Any “special needs” that can affect the installation.

Any dealer who does not review these four items is basically guessing at the price.

At **YOUR STORE**, we review all four items before giving you our written, guaranteed, “No Surprises” price quote. This means that the price we quote is the price you get. Period. If we make a mistake and under price something, WE pay for it, not you.

6 Mistakes To Avoid When Choosing A Floor Covering Store

Mistake #1—Choosing a dealer based on “cheap” price

Choosing a dealer based “cheap” price can be a problem in 3 ways:

1. Low price can be the bait that attracts your phone call. Once the dealer gets you on the phone or into his store, he may try to pressure you into paying much more than the advertised price.

OR...to make up for the cheap price, they may install a lower grade carpet than the one you paid for. This is called “bait-and-switch.”

2. The price quoted to you at the beginning of the process may go up at the last minute. Unscrupulous dealers know that it will be very difficult for you to back out of the installation at the last minute, and they are hoping that you will simply accept the last minute changes.
3. The installation process is a stressful nightmare. Some dealers advertise “cheap” prices to attract customers, but this makes it almost impossible for them to hire quality installers or support staff. As a result, the “installers” often don’t have adequate training or experience. They are usually paid a low “piece” price, so they wind up rushing through the job, and they have little incentive to make sure you get excellent service. Many clients wind up with delays, unreturned phone calls, conflicting information...and a very stressful experience!

Always make sure you are working with an honest, reputable, local dealer so this doesn’t happen. And get lots of references.

Mistake #2—Choosing a company based on a single telephone conversation

Remember that to give you accurate prices, a dealer needs to know the following:

1. Kind of flooring.
2. Size of the rooms.
3. The shape of the rooms.
4. Any “special needs” that can affect the installation.

A dealer simply cannot guarantee accuracy based on a single phone conversation alone.

Mistake #3—Choosing a company that does not have a written, 100% satisfaction policy

In our view, every dealer should be fully accountable for its work. If you aren’t pleased with the job in every way, the job should be fixed to your satisfaction. Period. Ask the dealer if he offers a guarantee and then make sure the dealer puts the guarantee in writing. (And get lots of references from past clients.)

In a minute, I’ll tell you how you’re protected by my 100%, Iron-Clad, Triple Guarantee.

Mistake #4—Choosing a dealer who does not employ licensed and certified installers

Floor covering is “manufactured” in your home, so the installation is critical. A poor installation will mean a poor finished product, even if you paid for high-quality flooring. That’s why professional, trained, certified installers are critical. Always ask to see the certification paperwork for installers. If the dealer won’t provide it, find another store.

Mistake #5—Choosing a company that does not have a quality installation & customer service system

The installation process is extremely complicated often involving forty or more steps from beginning to end. Each step must be tracked so nothing is missed. (Most of these steps happen behind the scenes, so you never know about it...until something goes wrong!) If a dealer is handling twenty installations per month, each with forty steps, that’s over 800 items that need to be tracked each month! Many dealers simply don’t have a system that can adequately handle this many items at once. Things wind up getting misplaced or delayed, or the dealer spends all his time handling emergencies rather than providing good service.

Therefore it’s critical that the store you choose has a sophisticated processing system to keep track of these steps. It’s very easy for a dealer who does not have a quality processing and customer service system to let things “fall through the cracks” with missed deadlines, lost paperwork, and other mishaps. These mishaps often cause clients a lot of stress and fear.

We realize that obtaining floor covering can be stressful. At **YOUR STORE** we don't leave getting a smooth floor covering process to chance. We have invested thousands of dollars and hundreds of hours in developing a World Class Installation System to insure that our clients experience a smooth installation process, with no missed deadlines or lost paperwork...and without the stress! **We even make the process fun!**

Mistake #6—Choosing a company without getting comments from their past clients

Any dealer can say anything about their past clients. Sadly, some of what they say may not be true. Any ethical dealer should be able to provide a list of references. Make sure you read comments from a dealer's past clients so you can be sure the dealer is an honest, ethical, and knowledgeable professional that you can trust.

The 3 “*Dirty Little Secrets*” About Installation That Dealers Pray You **NEVER Find Out!**

Dirty Secret #1—Uses uncertified, uninsured installers

In order to offer “cheap” price, dealers will cut costs by hiring uncertified, uninsured installers who are not trained properly. Also, since they pay them so poorly, these kinds of unethical dealers have high turnover: they are constantly having to replace installers. So they cut corners on things like training, certification and criminal background checks.

Also, any installer you allow into your home should provide you with a government I.D. (Driver's license, state I.D., etc.), and should be able to speak your native language. It's vital that you be able to communicate with your installer.

Dirty Secret #2—Uses “independent” installers who have no loyalty to the dealer

Unethical, fly-by-night dealers, or “discount,” “Bargain Corral,” “Mega-Depot” stores will hire just about anybody who will agree to work for “slave” wages. These installers operate “independently” from the dealer, and don't care about warranties, guarantees, or earning repeat business. Because they are underpaid they are only interested in “rushing” through your job so they can hurry on to the next one.

It's not uncommon for dealers who use these kinds of dealers to make YOU deal with the installer if something goes wrong.

Honest, professional dealers sometimes have installers as employees, and sometimes as sub-contractors. HOWEVER...whether using employees or subs, ethical dealers always keep close relationships with their installers. They do this through training, certification, regular staff meetings, and by paying them a good wage. This prevents high turnover, so the dealer is able to maintain healthy, long-term relationships with their installers. The installers are loyal to the company, and are committed to the warranties and World Class

customer service offered by the dealer. The installers then have a vested interest in doing a good job for you, the consumer.

Ethical dealers NEVER, under any circumstances make you deal with the installer if there is an issue with the installation. They realize that it's THEIR job to make sure the installation is done correctly. Not yours.

Dirty Secret #3—Does not have an installation warranty

A store may have a warranty on the flooring, but not the installation. They simply hope you will be dazzled by the flooring warranty, and overlook the fact that there is no warranty on the installation.

If they do offer an installation warranty, it may be severely “limited.” It might only be good for 1 year, or as little as 30 days! And remember, even if a “discount” dealer has a warranty they may not honor it, and instead play the “**Delay Game.**”

I offer a lifetime installation warranty at **YOUR STORE**. You NEVER have to worry about something going wrong with the installation. If it does, we fix it FREE! And we do it quickly.

How To Determine Which Floor Covering Is Best For You?

The right flooring will accomplish two important jobs:

- 1) It will meet your unique decorating needs (color, pattern, brightness, etc.)
- 2) It will meet your unique practical needs (traffic, wear, ease of maintenance, etc.)

Decorating needs—The flooring you choose affects all the other décor in your home: furniture, paint scheme, lighting, paintings/artwork, window coverings...everything. Floor covering is the foundation for your interior décor. Floor covering that looks great in one home may look terrible in another.

Practical needs—The right flooring will stand up to your home's level of traffic. It will also be easy to maintain. Floor covering that's easy to maintain in one home may be a huge hassle to maintain in another.

This makes choosing the right floor is the single largest decorating decision you will make!

There are many factors to consider when choosing a floor:

1. Level of traffic
2. Indoor pets
3. How long you intend to stay in the home
4. Your lifestyle

5. Country, suburban or city living
6. Your decorating taste
7. Your “unique” situation
8. etc.

There are literally tens-of-thousands of floor covering options, and each year your options increase as science develops better and better products. This is both bad and good. It’s good because there are more wonderful options than ever to meet your **practical needs** and your **decorating needs**.

The downside is the huge array of options can make choosing the right floor confusing and frustrating, not to mention a little scary. After all, you don’t want to invest the time and money to get new flooring, and only find out once it’s installed that it’s too dark or too light, or is a giant hassle to keep clean.

Unfortunately, it’s nearly impossible for the average, untrained person to know ahead of time how the flooring will *really* look or perform once it’s actually in the home. Here’s why:

Color samples help a little. But those tiny little squares that you lay out on your floor look very, very different once they’re installed throughout your home. And you can’t tell from a sample if the product will meet your practical needs. After all, you can’t walk around on a sample to test it!

That’s why partnering with a professional floor covering expert is critical! An experienced professional has seen thousands of completed floors. He or she knows AHEAD OF TIME how completed flooring will look AND how it will perform.

In other words, an experienced pro can help you select floor covering best suited to:

1. Meet your unique decorating needs
2. Meet your unique practical needs

Unfortunately, some dealers are just interested in “making the sale.” Because they have to find ways to cut costs, all too often their “sales people” lack the training and experience (and the concern!) to insure that your decorating AND practical needs are truly met.

I never let this happen to my clients. I have invested a lot of time, energy and money making sure my Flooring Consultants have the best training. They are experienced professionals who have seen thousands of jobs to completion. They know AHEAD OF TIME how flooring will look once it’s installed, **AND** how it will perform in different homes.

At **YOUR STORE** one of our trained, experienced Flooring Consultants will give you a “**Free Design Audit.**” During the “Audit” the Flooring Consultant will ask you a series

of questions that helps narrow the thousands of options to the one that will best meet your unique decorating needs AND your unique practical needs.

For your “**Free Design Audit**,” call me at **YOUR NUMBER** and we will be happy to schedule it for you. Or just come by our store at **YOUR ADDRESS**. You’ll be greeted with a warm smile, and one of my trained, experienced Flooring Consultants will be absolutely thrilled to help you!

How To Get An Iron-Clad Warranty

Remember, warranties cover three basic areas:

- 1) **Defect Warranty**
- 2) **Installation warranty**
- 3) **Stain Warranty**

Let’s look at them one at a time.

Defect Warranty. If your flooring has a defect, it should be replaced at no cost to you. Period. It’s the same as if you bought a DVD player and three days later it stopped working: a reputable store will replace or repair it. Same with flooring.

Some dealers will agree to replace defective flooring at no charge, but then charge you for installing the new product. Why should YOU have to pay for something that’s not your fault? This is nothing more than the dealer trying to make you pay for something that is his responsibility.

At **YOUR STORE**, if there is a defect in the flooring, we replace it for free and WE pay for the re-installation...not you.

Installation Warranty. This guarantees that the flooring is installed correctly. Sometimes an installation error is immediately noticeable, for example a split seam. However, sometimes it takes months for an installation error to show up. For example, if a hard surface floor is installed in a basement that has moisture problems, and no moisture barrier is installed under the floor. It could take a year or more for problems like warping or buckling to show up.

Some dealers offer only a “limited” installation warranty. Some are limited to as little as one year or only thirty days! These “limited” installation warranties do not provide good protection for you, the consumer. After all, what happens if it takes more than a year for an installation problem to show up? You’re really stuck.

I feel that if I sell you a product, it’s my responsibility to make sure it’s installed correctly. All of my products at **YOUR STORE** carry a lifetime installation warranty. You never have to worry about improperly installed flooring, even ten years down the road!

Stain Warranty. Stain warranties work a little like an “insurance policy” if you accidentally spill something on your carpet that won’t come out. There are different “levels” of stain warranty. A typical stain warranty might last five years, but many stores give you the option to purchase 10 year, 15 year, and even lifetime warranties.

Since stain warranties work like “insurance policies,” what level of coverage should you pay for? That depends upon a variety of factors. For example, if you are planning to move from your home within the next five years, does it make sense to pay for a lifetime warranty? Probably not.

Some dealers will try to “sell” you an extended warranty that you don’t really need.

WARNING: Just because you PAY for a warranty, it doesn’t mean you actually GET a warranty. Why? Because unethical, bait-and-switch dealers will sell you a warranty, but then refuse to honor it when it’s needed. They do this by blaming the manufacturer or the installer, and by playing the “**Delay Game**,” knowing that if they drag their feet long enough most consumers will simply give up and go away.

Remember that unethical dealers and “discount,” “Bargain Corral” or “Mega-Depot” stores make you pay for their “cheap” price by cutting corners: hiring untrained installers, hiring untrained “sales people,” and by not honoring their warranties. They play a numbers game. If they get ten warranty claims in a month, they know that if they play the “**Delay Game**” long enough, eight of the customers will simply give up and go away. Now they only have to pay for two warranties! Not a bad deal...for them.

(Go to www.ripoffreport.com and look under carpet & tile stores to see real life examples of the “**Delay Game**.”)

That’s why it’s so important that you work with an honest, local dealer that you can trust: someone who has your best interest in mind, not their own.

At **YOUR STORE**, we offer all of our clients a “**FREE Design Audit**.” During the “Audit,” your Flooring Consultant will ask you a series of questions that will help determine which level of warranty is best for your unique situation. We don’t want you to be “underinsured” and have the warranty expire too soon. On the other hand, we don’t want you to invest in an extended warranty that you don’t actually need. Your Flooring Consultant will take the time to explain each option so you **COMPLETELY** understand what you are getting before you buy.

Oh, by the way...we **DO** honor our warranties. I’ll be happy to give you a list of client testimonials to prove it!

100% Iron-Clad Triple Guarantee

We want you to be super-pleased—in fact, absolutely delighted—with your beautiful new flooring and the service we provide. So every floor comes with this 100%, iron-clad triple guarantee:

Guarantee #1 “No Regrets Guarantee!”

Here’s how the “No Regrets Guarantee” works: if at any time during the first 30 days after installation you decide you don’t like your new flooring for whatever reason, just let me know. I’ll replace the materials free of charge. (With an outrageously good guarantee like this, I can’t include the cost of installation, so you’ll have to cover that.)

I offer this amazing guarantee because you’re going to have your new floor for a long, long time, and I don’t want you to have to live with a choice you’ll regret. I want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, I’ll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

If you walked into any other flooring store and asked them for a guarantee like this, they will probably laugh and tell you “no way!” So how can I offer such a powerful guarantee? I couldn’t unless I was absolutely confident in the quality of my products and service. I am confident, and you will be, too...I guarantee it!

Guarantee #2 Lifetime Installation Warranty

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or “manufactured” in your home. This makes the installation critical. I offer a lifetime installation warranty at **YOUR STORE**. You NEVER have to worry about something going wrong with the installation. If it does, I’ll fix it FREE! And I’ll do it quickly.

Guarantee #3 Installer Professionalism Guarantee

YOUR STORE installers are neat, clean, well-groomed, well-spoken and professional. They are trained and certified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall and corner guards, shoe covers and drop cloths. You’ll receive the highest-quality installation in the business. And after they’re finished, they will leave your home as neat and clean as when they arrived!

Many dealers don’t guarantee their work—but we feel nothing is more important than your complete and total satisfaction. We stand behind every floor 100%. If you ever have any questions or concerns about your floor, please call me right away at **PHONE NUMBER**.

4 Steps To Getting The Beautiful Floor Of Your Dreams...WITHOUT The Stress!

If you’re thinking about investing in new flooring, I encourage you to follow these four steps:

Step #1—Make a commitment to find a quality floor covering store

Trying to find a floor covering dealer by hunting through the yellow pages or the internet can be very problematic for two reasons. First, you could wind up with an unscrupulous dealer, and second it's almost impossible for the average consumer to keep abreast of the industry to a point where they can insure making the best floor covering decision.

Instead, find a quality dealer that you trust; a dealer with whom you feel completely comfortable sharing your decorating goals and information. Partner with them and let them help you find the right floor covering. In spite of advertising you may have seen to the contrary, buying and installing floor covering is very complicated. A competent flooring professional will spend countless hours every year studying the market, researching new floor covering technologies, and expanding their education. A knowledgeable, experienced flooring professional will know the right questions to ask, and will know how to find the best possible floor covering for your unique situation.

Step #2—List your objectives

Are you simply looking for “cheap” dealers, or “discount,” “Mega-Depot,” “Bargain Corral” stores, something you can find on the internet or in the yellow pages? Or do you want competent, experienced, and professional advice from the dealer you work with? Do you want to work with an honest and reputable company? Or are you willing to risk working with the company that simply offers “cheap” price—knowing that the company might not be in business tomorrow, or may not honor their warranties?

Step #3—Ask questions

The way to learn about a company is to ask specific questions and listen carefully to the answers. Here are five tough questions to ask any dealer before you agree to anything:

5 Tough Questions To Ask A Floor Covering Dealer Before You Agree To ANYTHING

- 1. Do you offer a No Regrets guarantee? If I'm not happy with the flooring will you replace it free in the first 30 days?**
- 2. Do you have a lifetime warranty on all your installations? And can I see it in writing?**
- 3. Are your installers licensed and certified? And can I see their credentials?**
- 4. Do you offer “Stain Proof” carpet?** (Remember: there are no warranties that guarantee carpets to be “stain proof.” If the dealer says yes, they are either incompetent or dishonest. Find another dealer.)
- 5. Can I see a list of references?** (This is probably the most important question. References are simply the ONLY way you can tell ahead of time if you are working with an honest, competent dealer. If they balk, or refuse, find another dealer.)

And above all, get all of these in writing.

STEP #4—Invite them into your home for an exact quotation in writing

Once you're satisfied that you're working with an honest, competent professional, invite him into your home and ask for a specific quotation in writing. A written quotation gives you the assurance that you know exactly what your job will cost—no surprises.

Summary

By following these four steps, you'll gain all the information you need to make an informed, intelligent decision. If you simply want "cheap" price quotes—that may not be reliable—many companies in the phone book or on the internet can help you.

But if you want competent advice from an honest floor covering professional, then I invite you to call me.

I'll be happy to answer your questions without cost or obligation of any kind.

Thanks again!

...for reviewing my new CONSUMER'S GUIDE TO FLOOR COVERING. I hope you found this information helpful.

If you have any questions or comments—or if you'd like us to give you an exact written quotation for floor covering—please call me at **PHONE NUMBER**.

I've dedicated our business to consumer education and service. I'll be pleased to help you in every way. I look forward to your call.

Thanks!

YOUR NAME

Read What Your Friends, Relatives, Neighbors, And Co-Workers Are Saying About **YOUR STORE!**

Insert testimonials—the more the better. Include photos of clients and their new floors.

- “I really liked the service, especially the ‘Design Audit’ you did. Picking the right floor can be really confusing and the ‘Audit’ really helped. I felt like you really cared and took the time to meet my needs. Your referral program is a nice touch.”
-Kathy McConnell, Accountant, Yuba City
- “Yee-Haw! This room looks great. We’re going to have you back to do the den and living room next! Thank you.”
-George & Barbara O’Shea, Retired Teachers, Yuba City
- “The last time I had carpets installed the experience was terrible. The installers didn’t show up (after we had moved all the furniture), and it took three more days before they finally did the work. They left a terrible mess, and when one of the seams came apart it took the store six weeks to fix it. ABC Carpets was like a breath of fresh air! They were polite, they gave us good recommendations, and the installers showed up on time. Afterwards, they even vacuumed the whole house! And the “Design Audit” really helped us narrow down our choices of carpet. Thank you! We’re referring everybody to you!”
-Jake & Sheryl Robbins, Firefighter & Homemaker, Yuba City
- “This is my third time using ABC Floors. As usual, I am thoroughly pleased with the results. My floors look incredible! ABC Floors has my highest recommendation!”
-Dena Smith, RN, Yuba City
- “I really appreciate your knowledge about floor covering. You are very professional and take great care to make sure your customer is happy. And I can’t believe how great my floors look. All my friends gasp in amazement when they see it. Thanks!”
-Debbie Richards, manager at “Devon’s Jewelers,” Yuba City
- “I really liked Jim’s professional attitude and his guarantees—especially the 100% Iron-Clad Guarantee. The carpets look great and also appreciated the variety of options presented and flexibility of all services. Thank you!”
-Pat Grant, Owner of “GR8 Cuts” hair salon, Marysville
- “I appreciate the overall care and concern extended in educating me in regards to floor covering; maintenance, preservation and cleaning tips assure me that you have our best in mind! I’m going to use ABC Floors forever, and recommend you to all my friends!”
-Fran Roberts, Bookkeeper, Yuba City
- “Thoroughness; careful w/homeowner’s furniture and walls; willingness to explain everything; came across as really caring about doing a good job (Not to mention my beautiful carpets). Offers many options.”
-Sharon Darjing, Paralegal, Yuba City

8th Module—Auto-pilot marketing

(Before, During, After)

Using free recorded messages and voice broadcast to sift and sort the “worthless” time-wasting prospects from the qualified prospects, nurture relationships with your past clients, and explode your profits!

Introduction

Autopilot Marketing covers the concepts and strategies behind free recorded messages (hotlines), and voice broadcast. I call it ‘autopilot’ because these strategies truly allow you to set up your marketing and let it run basically by itself.

The service I recommend using to implement these strategies is Automatic Response Technologies (ART). They can be reached at www.automaticresponse.com. When you sign up with ART, they give you over 100 extensions where you can record various messages.

ART does 2 main jobs:

1. Generates leads
2. Retains clients through a monthly voice broadcast
3. Bonus strategy: help you recruit employees

Enjoy!

Lead Generation Strategies

3 Magic Words that can triple the effectiveness of any direct response ad:

FREE Recorded Message

Consumer Awareness Message

Direct response marketing is a process of using tools to sift and sort through as many people as possible, so you are only left with interested, qualified prospects. Offering a free consumer message is a very powerful sifting and sorting tool. At the end of this manual I have included the *Consumer Awareness Message* script; it’s based on the *Consumer’s Guide To Floor Covering* free report.

There are many benefits to using a free consumer message:

- It positions you as a trusted advisor; as the floor covering “expert” in your area.
- Only people who are truly interested in what you have to offer will call your consumer message. You get only qualified prospects.

- This will educate them on many of the benefits of your store. Instead of spending hours every day telling dozens of prospects the same exact thing, they will have already heard it on your message.
- Many people are too intimidated at first to call you. The consumer message gives them a risk-free way to get information about your store.
- It's a 24-hour, 7-day a week salesman who will work tirelessly while you do other things.
- Boost the effectiveness of any marketing piece by including the 800 number to your free consumer message.
- You can compound the effectiveness of tiny ad space. For example, you can use a tiny yellow page or newspaper ad that simply directs people to your consumer message.
- Very low cost.

How it works: Once you have the 800 number set up with ART, you simply record your consumer awareness message right through your phone. You then use this 800 number in your marketing, and throughout this kit I give examples of how to do that. When you sign up with ART, they send you a complete user's guide.

ART & your consumer awareness message accomplish three things:

- 1) Gives prospects the ability to get information without the pressure of a salesman
- 2) Gets prospects to raise their hand. 80% of your prospects are hidden from you. When someone calls your hotline they have just flagged themselves. 70% of the time, ART captures their name, phone number and address, even if the caller has caller I.D. blocking. You can then take that information and plug these prospects into your follow up campaign.
- 3) Sifts, sorts and screens the time-wasters.

Powerful facts about free recorded messages

- 24 hour access. An amazing thing is how many people call your hotline at all hours. It truly works 24/7.
- 80% of the population would rather call a 24 hour message
- Perception that the information of a free recorded message is more accurate, trustworthy and believable than the message delivered by a live salesperson who can literally change their sales pitch at any time depending upon how the conversation is going. People are more apt to believe the credibility of the message—you've committed your message to a recording.
- Allows the caller to get to know you. They're hearing your voice, tonality, sincerity, etc. You sound like a knowledgeable, caring, trusted advisor vs. a salesperson

Roy Williams is a direct marketer and advertiser who wrote a best-selling series called the Wizard of Ads. He said,

“If you want to persuade the world, use the human voice.”

- It acts as a funnel. Callers have varying degrees of interest. This sifts, sorts and screens out disinterested people. Only those who are truly interested will go to the trouble of direct connecting (a feature of ART), leaving a message, or calling you direct.
- With ART's system, they will hear your warm, caring voice and become more emotionally attached to you. You will capture a phone number, and in about 70% of the cases a name and address so you can market back to these people.

Benefits of using an ad with FREE Recorded Message:

- Ad looks different
- Free recorded message offer compels them to call—will educate them and create emotional connection
- Sifts and sorts

POWER TIP: On your website, have something that drives people to the free recorded message.

Testimonial “Eavesdrop” Hotline

My system is completely testimonial driven. It depends upon written, audio, and even video testimonials. The reason testimonials are so important is because no matter how eloquent you are at selling your services, it's always a ten times more effective coming from a third party. What a real, live past client says about your store (even if she stammers and stutters on the audio—in fact it's better if the audio is NOT perfect) is far, far more powerful than your slickest, full color ad when it comes to convincing a prospect to use you.

POWER TIP: in the ad say, “To hear what others are saying about us, call our ‘Eavesdrop’ line.”

How to set up a testimonial hotline

Using ART. Set up a voice testimonial message line where clients can call in and leave a testimonial message. Once you have 4 or 5, ART will string them together and put them on your “Eavesdrop” hotline extension.

Using www.InstantAudio.com. Instant Audio will give you an 800 number and extension your clients can call and leave a message. These messages can be uploaded to your website or to audio CD or mp3.

These two methods (ART and Instantaudio.com) are great for collecting client testimonials. However, for client interviews you will need to purchase recording equipment. The best place to go is www.internetaudioguy.com. For a reasonable price you can get the software and equipment to easily set your lap top up as a studio to record either phone interviews or in-person interviews.

Auto Voice Responder

The biggest complaint by consumers regarding service industries is, “Nobody returns my call.” It’s the number one complaint.

ART has an auto voice responder that will call a client back within 15 seconds of them leaving you a message. The message the client hears is a recording of you saying something like, “Hi, this is Dave Smith. Thank you for calling and leaving a message. Currently I’m helping another client to get the floor covering of their dreams, but as soon as I can break away, I’ll get back to you ASAP.”

This is a huge “Wow” factor. If they are shopping you, it psychologically stops them in their tracks because they’ve never had a response that quick. It’s powerful.

If they DON’T leave a message, the auto responder follows up with a different message from you.

I have included a series of hotline scripts for you to model.

Free Recorded Message Tracking

ART’s tracking system gives you 3 customized reports:

1. Call activity report. Shows all numbers captured, dates & times, which ad they called on, and captures name and address 70% of the time.
2. Ad tracking. Shows which ads are generating the calls. Can track up to 10 different mediums.
3. Call duration. Shows how long each caller stayed on your message before hanging up. Uses bar graph to chart this. Useful for determining where you are losing your callers so you can tweak your message.

Never do anything you can’t track for results!

Monthly Voice Broadcast Strategies

“The purpose of business is to get and keep customers.”
-Dave Kekich, author of *Kekich Credos*

“For each month that goes by that you fail to stay in contact with your clients, you lose 10% of them.”
-Dan Kennedy, author of *No B.S. Sales Success*, and over a dozen other business books

“It takes 300% more time and monetary investment to create a new client than it does to maintain an existing one.”
-Claude Hopkins, author of *Scientific Advertising*

Most businesses spend 90% of their time, energy and money trying to get new clients while ignoring the clients they have!!

It's time to stop the insanity!

The foundation of my system is client relationships, and I have built my last several businesses using client relationship strategies almost exclusively, and have become an expert at doing business this way. With my system you will learn to harness and unleash the power of relationship marketing. If you are not engaging in aggressive, relationship marketing, you are leaving 50%-80% of your potential profits on the table. I speak from experience.

Client loyalty is NOT guaranteed. Clients see on average 10,000 marketing messages each day. If you aren't marketing to your past clients, rest assured that someone else is doing it in your place.

Voice broadcast is a powerful tool for building and nurturing client relationships. My strategies are based on a MONTHLY voice mail broadcast to your past clients. ART has a voice broadcast service where you can upload your past client database into their system, record your own message and have it go out simultaneously to hundreds or thousands of your past clients.

A typical example might work like this:

- You have 800 past clients. So you upload their phone numbers into ART's system.
- Then you record a voice message. Perhaps something like, *"Hey, this is Dave Smith. Sorry I missed you, just wanted to let you know that you will be getting our newsletter in the next couple of days. Don't throw it away! It's in a white, 6x9 envelope with my name on it, and there's a very powerful article on page 3 that I think you'll get a kick out of. Remember to check your mailbox tomorrow. Hope you're doing well. Talk to you soon."*

You don't use the message to directly try to sell something. It's a relationship tool.

- You want this message to get left on their answering machine. So you select a time for the message to go out when they are most likely not home, like mid-morning on a weekday.
- ART's system calls all 800 clients simultaneously at the time you designate. Your message will be left on their answering machine, and it sounds just like you called them personally. If a live person picks up, they will hear a pleasant, female voice say, "Oh, I'm sorry. I have the wrong number."
- You can recycle the list and schedule ART to re-dial all the "live" pickups or busy signals the next day.

"On average, voice broadcast generates \$30 for every \$1 invested."

-Direct Marketing Association

Voice Broadcast Report

ART's system gives you a detailed report showing the following:

- All calls that went out
- Which calls got an answering machine, live pickup or busy signal
- You can recycle all numbers that didn't connect with an answering machine

Strategies for monthly voice broadcast

- Announce your newsletter. Less than 20% of direct mail gets opened. When you send out your newsletter, do a voice broadcast the day your newsletter drops. *"Hey, this is Dave Smith. Sorry I missed you, just wanted to let you know that you will be getting our newsletter in the next couple of days. Don't throw it away! It's in a white, 6x9 envelope with my name on it, and there's a very powerful article on page 3 that I think you'll get a kick out of. Remember to check your mailbox tomorrow. Hope you're doing well. Talk to you soon."*

It's proven that sending a voice broadcast announcing a direct mail piece will increase readership by 3x.

- Tip of the month related to floor covering or home maintenance
- Community events—charitable events. *"Hey folks, this is Dave Smith with ABC Floor covering, sorry I missed you. Just wanted to let you know about the Easter Seals barbeque being held at the fairgrounds this Saturday. They're raising money for a good cause, there's going to be a lot of great food, and it should be a lot of fun. Hope you can make it! See you there!"*
- Call on Christmas eve to wish them a merry Christmas. Can be recorded and scheduled weeks ahead of time.
- Birthday. When it's your birthday, have an employee (not you) send a voice broadcast saying, *"Hey this is Janet with Dave Smith's floor covering store. Dave doesn't know I'm calling you today, but it's his birthday. I'm sure he'd really appreciate it if you call and wish him a happy birthday. Here's his number."*

Have the number reach your voice mail where the messages will pile up. After you review the files of the clients who called, have your assistant call the clients back and say something like, *"Hey, Dave is really bogged down right now, but he wanted me to call and tell you how grateful he is for wishing him a happy birthday. Dave wanted me to ask you how things are with the floor covering you purchased 3 years ago."* Then the employee can ask if they need anything else at this time and try to drum up business.

- Martin Luther King Day. Call that morning and say, *“Hey, it’s Dave Smith with ABC Floor Covering. I thought I might catch you at home today because it’s Martin Luther King day. Not only should we take a moment to think and reflect on Mr. King and what he did to bring us together, but I know that a lot of people take these Monday holidays as personal days to take care of business and get things done. We’re here at the store all day, so today’s a good day to call in with any questions about your floor covering, or stop by. Our number is...”*
- Do the same thing with Ground Hog Day, St. Patrick’s Day, or any other holidays that take place during the work week.

Using FREE Recorded Messages To End The Headache’s And Hassles Of Recruiting Employees And Installers

Now I’m going to show you a top-secret, virtually never used strategy to find employees. This strategy is incredibly powerful and will eliminate 80% of the headaches of recruiting the right person, and save you a ton of time.

Run a help wanted ad using a free recorded message to give information about your company and the type of person you are looking for.

Sample Ad:

Powerful Opportunity For Floor Covering Salesperson!

Call this 24-hour FREE recorded message for more information. 800-123-4567 ext. 4321

Hint: notice that I didn’t list the name of the store in the ad.

In the message list information about your company (but not the store name or your name), the type of person you are looking for and the qualifications required for the job.

In case it’s not obvious, you don’t leave your name or store name because you don’t want people dropping by or calling or faxing you stuff.

This next part is critical:

Leave precise, yet potentially confusing instructions. For example:

“Don’t fax me your resume to (your fax number), and don’t email me your resume to (your email). Only Fed Ex me a 2-page letter—not a resume—to YOUR P.O. Box. And leave a message at the end of this recording telling me why you think you’re right for this job.”

This will automatically weed out all the people who can’t listen and can’t follow instructions. Only interview the people who do EXACTLY what you tell them.

The message they leave is important because you will get a chance to hear them think on their feet. Especially useful for hiring salespeople. If they can't sell themselves on this message, you don't want them! It will be instantly obvious from the messages who you DON'T want to hire!

Sample hotline script

Change to fit the position, pay-scale, opportunity, details of your town, etc.

Hi, thank you for calling about the exciting opportunity we have available for a flooring salesperson. You might want to grab a pen and paper so you can jot down some notes during this two-minute message.

First, some information about the Yuba City area.

Yuba City is experiencing tremendous growth, and this has created powerful opportunities for those in the flooring industry. We can provide you—as a salesperson—the chance to be a part of these opportunities. We have been in business for six years, and we have a strong reputation in the Yuba City area for our honesty, integrity, and outstanding customer service. The work atmosphere at our company is very friendly; the kind of place you can truly look forward to coming to each day. We are a small but growing company, and we are looking for team members who would like to share in the growth of Yuba City, and the growth of our company.

The next person we are going to add to our team is a salesperson. This will be an exciting and rewarding position, because this person will get to be a part of a rapidly growing business, and will have the opportunity to profit from this growth.

Are you a salesperson, working by the hour or for a salary, and would like to be better rewarded for your skills and hard work? Would you like the opportunity to be a stakeholder in the growth of our company and the growth of our city? Would you like the security of a base salary, but also have the opportunity to earn far higher income based on commissions and on the growth of the business?

If you answered yes to any of these questions, then this could be the opportunity for you.

We are looking for someone who has at least 1-2 years experience in flooring sales. Excellent phone skills and the ability to interact with clients in a positive and personal manner are very critical.

This position includes a base-salary, plus two different ways to earn commissions. A yearly income of \$65,000-\$100,000 is attainable.

If this sounds like the right opportunity for you, then follow these instructions. Don't fax me your resume to (your fax number), and don't email me your resume to (your email). Only Fed Ex me a 2-page letter—not a resume—to YOUR P.O. Box. And leave a message at the end of this recording telling me why you think you're right for this job.

(That last sentence is important because you'll get to hear whether the applicant has good speaking skills.)

Here is a basic hiring process to follow:

1. Run the ad for recruiting an employee and follow the steps outlined above.
2. Schedule interviews with the candidates who follow your EXACT instructions as outlined above. Schedule the interviews back-to-back in one-hour appointment slots on a single day (Saturdays are good for this).
3. Have the top candidates come back for a second interview and administer an online Kolbe personality test. (Got to www.Kolbe.com.)
4. Make your decision.

Hotline Scripts

Intro to “eavesdrop” voice testimonial

Hi, this is **YOUR NAME**. Thanks for calling my eavesdrop hotline. What you are going to hear over the next few minutes is a conversation between myself and one of my clients **CLIENT NAME**. At any time during this message you can press ZERO to be connected directly to me. So go ahead and listen, and I think you’ll really enjoy it.

Outro to “eavesdrop” voice testimonial

Hi, this is **YOUR NAME** again. Wow, **CLIENT’S NAME** has a powerful testimonial. You’ve got to be pretty excited about how we were able to help her and her husband, and how we can help you, too! I wanted you to hear this message so you could see that I help real people with real floor covering challenges, and that I can help you, too. After listening to an amazing message like this, if you are still not convinced that we’re for real and that I can help you, I’m not sure what it will take to convince you.

Go ahead and press Zero now to be connected with me. Now, if you get my voice mail please leave a detailed message with your name and phone number. Keep in mind that I’m very busy helping other clients, so if you leave a message it might take me an hour or two to call you back, but I promise that I will call you. Okay, just go ahead and press zero now and I really look forward to talking with you.

Auto call back for “eavesdrop” voice testimonial—for prospects who hang up without pressing ZERO

Hey, this is **YOUR NAME**. First I want to thank you for listening to the message with my client **CLIENT’S NAME**. You’ve got to be pretty excited about how we were able to help her, and how I can help you, too! But I noticed that during the message or at the end of the message you didn’t press ZERO to be connected to me. So I wanted to give you my direct number so you can call me. My direct number is **YOUR NUMBER**. Now, if you get my voice mail please leave a detailed message with your name and phone number. Keep in mind that I’m very busy helping other clients, so if you leave a message it might take me an hour or two to call you back, but I promise that I will call you. Again, my direct number is **YOUR NUMBER**. Okay, I’m really looking forward to talking with you.

Consumer awareness message—When client hangs up without leaving a message, or without pressing “0” to be directly connected.

Hey, this is **YOUR NAME** from **YOUR STORE**. Thank you for calling and listening to our consumer awareness message. Choosing the right floor covering is a big decision, and that’s why I created this message. But I noticed that during the message or at the end of the message you didn’t press ZERO to be connected to me. So I wanted to give you my direct number so you can call me. My direct number is **YOUR PHONE NUMBER**. Now, if you get my voice mail please leave a detailed message with your name and phone number. Keep in mind that I’m very busy helping other clients, so if you leave a

message it might take me an hour or two to call you back, but I promise that I will call you. Again, my direct number is **YOUR PHONE NUMBER**. Okay, I'm really looking forward to talking with you.

Consumer Awareness Message

The Consumer Awareness message is basically an edited version of the Consumer's Guide To Floor Covering.

The free hotline gives you the ability to present a much more thorough marketing message than a space ad or flyer alone could do. Think about it from a cost standpoint. If you tried to publish the entire Consumer's Guide in the newspaper, it would cost a fortune. But you could run a tiny, inexpensive classified or space ad marketing the 24-Hour FREE Recorded Message.

Sample ads:

WARNING: Buying flooring? Don't call any dealer until you hear this 24-hour FREE Consumer Awareness Message. You'll learn 4 predatory sales tactics, 7 costly misconceptions about flooring, and 5 questions to ask a dealer before buying. 1-800-123-4567 x 90004

Shopping for flooring? Here's the inside scoop on doing it right. Don't call any dealer until you hear this 24-hour FREE Consumer Awareness Message. You'll learn 4 predatory sales tactics, 7 costly misconceptions about flooring, and 5 questions to ask a dealer before buying. 1-800-123-4567 x 90004

This gives you the ability to give an expanded marketing message, bigger than you paid for in the original ad.

Examples of places to market or insert the consumer awareness message:

- Classified ads
- Space ads
- In a text box within your regular space ads
- In a text box within newspaper inserts
- Back of business cards
- Flyers
- Yellow pages
- Refrigerator magnets, pens, ice scrapers, chip clips, etc.
- Websites
- Email signature lines
- Client newsletters

The list is endless.

Consumer Awareness Message Script

Hi! This is **YOUR NAME**. Thanks so much for your call. I'm grateful for the opportunity to provide you with information about floor covering.

I'm a member of the **LIST OF CERTIFYING ORGANIZATIONS**. I am also the owner of **YOUR STORE**. I have been in the flooring industry for over 9 years. And in that time, I have learned that floor covering is the subject of much confusion. In fact, people have so many misconceptions about flooring, that I decided to offer this consumer education message so when you select a flooring company, you can make an informed, educated decision. You might want to grab a pen and paper so you can take some notes.

During this message, I'll share with you 4 predatory sales tactics, 7 costly misconceptions about floor covering, and I'll give you 5 questions you should ask a dealer before you agree to anything.

If you'd like to skip over this consumer information and leave a message, just push 2 on your phone and leave your name and telephone number at any time. I promise I will return your call within one business day. Or, if you want to speak to me personally, hang up and call **YOUR PHONE NUMBER**.

Let's get started....

4 Predatory Sales Tactics

Predatory sales tactic #1—Bait and Switch

Here's how it's done: you pay for a high-quality carpet, but the dealer secretly installs a lower quality carpet of the same color and style. It's extremely difficult for the average person to tell that this has been done. UNTIL...about 6-12 months have passed. Then you begin to notice wear patterns, fraying or other problems with the cheap carpet.

The same thing is done with carpet padding and hard floors.

Another bait and switch tactic is to advertise a ridiculously low price to get you into the store, but when the "salesperson" visits your home to measure, the price is suddenly inflated. Then the "salesperson" uses high-pressure tactics to get you to buy at the higher price. Dealers who engage in this kind of deceptive practice hire "salespeople" who are nothing more than con-artists, and who are masters at manipulating and pressuring people.

This is why it's critical that you work with a local dealer you can trust. Always get a list of references from past clients.

Predatory sales tactic #2—Using untrained, uncertified installers to cut costs

Unfortunately, unethical dealers may offer a super low price, then try to save money by hiring “cheap” labor to do their installations. This leads to rushed jobs, damaged product, and an unsatisfactory result.

When considering a floor covering store, always ask to see the certification credentials of their installers. Don't simply take their word for it that the installers are certified. If they balk at showing you certification credentials, find another store.

At **YOUR STORE**, I only use trained, certified installers, and I'll be happy to provide you with credentials.

Predatory sales tactic #3—Making false or misleading claims

One way this happens is when a “salesperson” claims that a carpet is “stain proof.” Modern science has helped us make carpets that are pretty amazing at resisting stains. However, we still haven't reached the point where we can make carpet “stain proof.” And because of this, **NONE** of the manufacturer's warranties make this claim. They all say “stain resistant.”

Another misleading claim is “invisible seams.”

Here's the rule of thumb for seams: short pile or “looped” carpets tend to show seams more than deep or “cut” pile. In order to make the sale, a dishonest or incompetent salesperson will promise “invisible seams” even with short or loop pile carpet. It's only after the carpet is installed that you find out you weren't told the truth.

A competent, ethical dealer will give you an honest assessment about the visibility level of seams for the different styles you are considering. That way you can make an informed decision **BEFORE** the carpet is installed.

Predatory sales tactic #4—Not honoring their warranty

Warranties protect you in three ways:

- 1) **Defect Warranty.** The “defect warranty” protects you in case the manufacturer mistakenly sends you a defective product.
- 2) **Installation warranty.** The installation warranty protects you in case a mistake is made during the installation.
- 3) **Stain Warranty.** Stain Warranties work a little like an “insurance policy” if you accidentally spill something on your carpet that won't come out. There are different “levels” of stain warranty. A typical stain warranty might last five years, but many stores give you the option to purchase 10 year, 15 year, and even lifetime warranties.

Warranties are critical! I believe in warranties and offer them on all my products. You should never, ever buy floor covering without getting a written warranty beforehand.

Virtually every dealer offers some kind of warranty or “guarantee.” But here’s the problem...

Unethical “discount” dealers might offer a warranty to get you to buy, but if a problem comes up they simply refuse to honor the warranty that you paid for. They do this through endless delays, denying that their warranty covers your exact situation, or ignoring you all together. You can go to www.Ripoffreport.com and look under carpet and tile stores to see real life examples of this.

This why it’s critical that you work with a local, reputable company you can trust. Always get a list of references from past clients.

7 Costly Misconceptions About Floor Covering

Misconception #1—The company that offers the lowest advertised prices offers the greatest value.

No. Low price does not equal good value. Price is what you pay, but value is what you get. Many consumers choose a floor covering store based on price and only later discover that they didn’t get good value.

There are many things that go into providing good value:

- Quality materials. No bait-and-switch.
- Iron-clad warranty.
- Knowledgeable sales consultant
- A stress-free, World Class installation process
- Friendly and reliable communication from the dealer’s staff during the selection and installation process.
- Your calls are returned promptly and NOT ignored.
- Expert installation by trained, certified installers who conduct themselves as professionals in your home.
- A beautiful finished product that you can be proud of.

The “discount” dealer who offers the lowest price has to “pay” for that low price by cutting out value. Ultimately this means that YOU pay.

Misconception #2—All floor covering dealers are the same

No. Many floor covering companies carry products that look the same or have the same name. This leads to one of the biggest misconceptions in the industry: “all dealers are the same.” Based on this misconception, many consumers to make a decision based on price alone. This causes several problems.

First, many products may look and feel identical, but are vastly different in quality. .

Second, dealers may offer the same product, but have vastly different warranties.

Third, two stores may offer the same product, but the installation quality at one store may not good.

Fourth, a reputable dealer will take the time to help you find the product that's best for your unique situation rather than just try to "sell" you carpet.

We want to be your Trusted Advisor. At **YOUR STORE** we have a process called a "**Free Design Audit**" where we take you through a series of questions that helps narrow the thousands of options to the one that works best for you. This also saves many hours of fruitless shopping and takes the stress out of buying. It makes the process fun!

Misconception #3—All warranties and guarantees are the same

No. For example, two stores may have the same product, but one store offers a 5-year stain warranty and the other offers a 10-year stain warranty.

Also, installation warranties are very different. Many stores offer only a 1-year installation warranty (or NO installation warranty). I offer a LIFETIME installation warranty at all products sold at **YOUR STORE**.

Misconception #4—You should choose the flooring material THEN locate a dealer

No. This can be a problem for two reasons.

First, there are literally thousands of products on the market. Trying to sift through all of them can take weeks.

Second, there are so many new and improved products coming out that it's really a full time job just keeping up with it all.

A competent, professional dealer will ask lots of questions to help determine the best flooring for you. We use the "**Free 15-minute Design Audit**" to take you through a series of questions. Based on your answers, we can quickly narrow your search to the best floor covering for YOU.

Misconception #5—The company that quotes you the lowest price is the company you should choose

No. There are two problems with this approach.

First, there are many dishonest, unethical dealers who will quote low prices up front in order to get your business. Then they make you "pay" for the low price in several ways:

4. They install a lower quality product than you originally paid for, but don't tell you.
5. They cut corners on installation costs by hiring "cheap," uncertified, improperly trained installers.
6. They don't honor their written warranties.

The second problem is that many dealers through their advertising have promoted the myth that price is the only consideration. (This is especially true of the big-box, “Discount,” “Bargain Corral,” “Mega-Depot” stores.) While price is important, overall value is even more important.

Misconception #6—The best way to buy flooring is to shop online

Not so. One of the worst places to go for floor covering is to the internet. There are several things that make the internet an extremely undesirable place to look for a flooring.

1. You have no idea if the person on the other end of the line is ethical.
2. You have no idea if the “sales person” is experienced.
3. They do not care about developing a long-term relationship with you. They will treat your purchase as a one-shot deal, with no consideration given to providing good service so they can earn your referrals and repeat business.
5. Warranty claims are a nightmare.
6. They have no relationships with installers. Because online dealers sell to anybody living anywhere, it’s impossible for them to keep control of the installation. They might say they have “trained installers in your area,” but these are nothing more than sub-contractors with no loyalty to the company.

Choosing floor covering is the largest decorating decision you will make in your life, and it needs to be taken very seriously. It’s not like shopping for the best price on a table lamp. You need to consider that the lack of regulation on the Internet allows them to offer anything they want to you the consumer just get their phone to ring.

Misconception #7—Any honest floor dealer should be able to give you accurate prices over the phone

No. Here’s why.

There are four items that must be reviewed before a dealer can give you an accurate price quote:

1. Kind of flooring.
2. Size of the rooms.
3. The shape of the rooms.
4. Any “special needs” that can affect the installation.

Any dealer who does not review these four items is basically guessing at the price.

You are protected by my 100% Iron-Clad Triple Guarantee

I want you to be super-pleased—in fact, absolutely delighted—with your beautiful new flooring and the service I provide. So every floor comes with this 100%, iron-clad triple guarantee:

Guarantee #1 “No Regrets Guarantee!”

Here’s how the “No Regrets Guarantee” works: if at any time during the first 30 days after installation you decide you don’t like your new flooring for whatever reason, just let me know. I’ll replace the materials free of charge. (With an outrageously good guarantee like this, I can’t include the cost of installation, so you’ll have to cover that.)

I offer this amazing guarantee because you’re going to have your new floor for a long, long time, and I don’t want you to have to live with a choice you’ll regret. I want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, I’ll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

If you walked into any other flooring store and asked them for a guarantee like this, they will probably laugh and tell you “no way!” So how can I offer such a powerful guarantee? I couldn’t unless I was absolutely confident in the quality of my products and service. I am confident, and you will be, too...I guarantee it!

Guarantee #2 Lifetime Installation Warranty

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or “manufactured” in your home. This makes the installation critical. I offer a lifetime installation warranty at **YOUR STORE**. You NEVER have to worry about something going wrong with the installation. If it does, I’ll fix it FREE! And I’ll do it quickly.

Guarantee #3 Installer Professionalism Guarantee

YOUR STORE installers are neat, clean, well-groomed, well-spoken and professional. They are trained and certified. They are guests in your home, and they conduct themselves as such. They respect your home by using shoe covers and drop cloths. You’ll receive the highest-quality installation in the business. And after they’re finished, they will leave your home as neat and clean as when they arrived!

Many dealers don’t guarantee their work—but we feel nothing is more important than your complete and total satisfaction. We stand behind every floor 100%. If you ever have any questions or concerns about your floor, please call me right away at **PHONE NUMBER**.

5 Tough Questions To Ask A Floor Covering Dealer Before You Agree To ANYTHING

- 1. Do you offer a No Regrets guarantee? If I’m not happy with the flooring will you replace it free in the first 30 days?**
- 2. Do you have a lifetime warranty on all your installations? And can I see it in writing?**

- 3. Are your installers licensed and certified? And can I see their credentials?**
- 4. Do you offer “Stain Proof” carpet?** (Remember: there are no warranties that guarantee carpets to be “stain proof.” If the dealer says yes, they are either incompetent or dishonest. Find another dealer.)
- 5. Can I see a list of references?** (This is probably the most important question. References are simply the **ONLY** way you can tell ahead of time if you are working with an honest, competent dealer. If they balk, or refuse, find another dealer.)

And above all, get all of these in writing.

In summary, let me say that by following the steps in this message, you’ll gain all the information you need to make an informed, intelligent decision. If you simply want “cheap” price quotes—that may not be reliable—many companies in the phone book or on the internet can help you.

But if you want competent advice from an honest floor covering professional, then I invite you to call me. I’ll be happy to answer your questions without cost or obligation of any kind.

Simply press 2 to leave a message and I’ll return your call within one business day. Or, hang up and dial my direct number which is **YOUR NUMBER.**

I look forward to speaking with you and helping you find the flooring of your dreams! Thank you for listening!