

FLOORINGSUCCESS

SYSTEMS



Core Three Strategies Part 1:

Design Audit



What We're Going To Cover

- Shocking statistics
- 3 Tiers of marketing
- Review of the Design Audit System
- In store
- In-Home Visit
- The biggest mistake made by sales people
- How to add \$312,000 annually per sales person
- **Q & A**

My Flooring Warranty Poll Of Flooring Consumers:

"What prompted you to buy this time?"

Top 5 Answers...

- ① A referral from one of your past customers.
 - 50.6%
- ② I drove by your store.
 - 8.9%
- ③ Radio or TV Ad
 - 3.1%
- ④ Social Media
 - 2.2%
- ⑤ Internet search
 - 2.1%

3 Tiers Of Marketing

Tier 1—Warm Market

- Design Audit
- Referral Connections
- Home Advisor and e-Home Advisor
- Joint Ventures (Platinum)

Tier 2—Targeted Marketing to cold prospects

- Website
- Target Farming (Platinum)
- Tradeshows (Platinum)
- Newspaper
- Display ads
- Direct mail to targeted list
- Social media

Tier 3—Broadcast advertising (Luxury marketing dollars)

- Radio
- TV
- Billboards



Blowing The Doors Off With The Design Audit

Bundy's Flooring America
Russ Bundy: Owner
Daniel Knigge: Sales Person

Russ, store owner

Daniel, total newbie
sales person



“I started only six months ago in the flooring business. I’m very green. Before using the Design Audit my residential margins were 30-35%” ...

Russ, store owner

Daniel, total newbie
sales person



“It was emotionally stressful. I’d end the day, be totally exhausted, and realize I hadn’t closed any sales. It was discouraging” ...

Russ, store owner

Daniel, total newbie
sales person



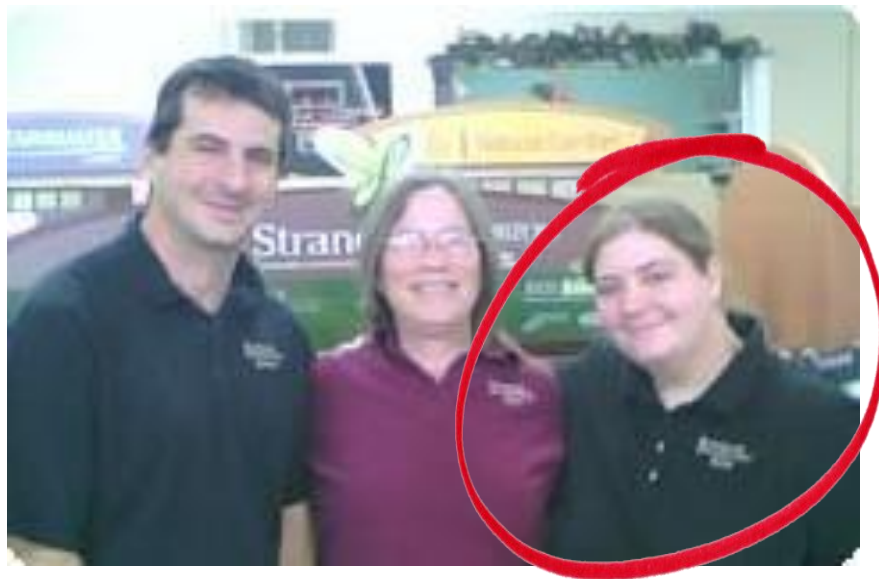
“We’re right down the street from two home stores. People would come in and say, ‘Lowes quoted me this price,’ or ‘Home Depot quoted me such and such.’ I was constantly having to compete on price” ...

Russ, store owner

Daniel, total newbie
sales person



“I started using the Design Audit just a couple of months ago. I closed the first seven out of seven people that I used the Design Audit on. Since then my overall close ratio has averaged 85%. Our residential margins are now averaging 40%.” -Daniel K., UT



**“I’m Now Closing Nearly
100% Of My Sales
Thanks To Jim’s ‘Design
Audit’ System!”**

-Kate, sales person for, Jerome N., TX



**“I Now Tell Price-Shoppers To Their Faces That I’m The
Highest Priced Store In The County...
And I STILL Get The Sale!”**

I had a fellow come into the store, trying to beat me up on price. I decided to use the strategy you talk about in your program. I looked him in the eye and told him that we’re the highest priced store in the county, and that I’m sorry, but we probably wouldn’t be able to help him. I handed him my card, and as I turned away he said...

“But wait...”

He bought from us. At our price.

This has happened twice in just a couple of weeks. Your systems enable us to create that zero-resistance sales environment, and communicate to our clients differently than other stores do.

Sincerely, Jimmy W., NC

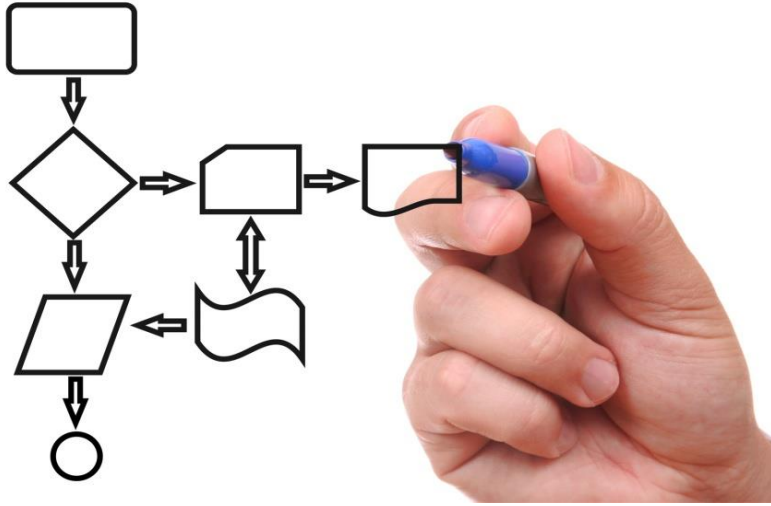


“My staff and I love your *Consumer’s Guide To Floor Covering*...it’s totally different than the typical product brochures, warranty brochures, and other typical “stuff” that flooring dealers hand out. It’s black-and-white, and doesn’t even have any pictures! But it really works!

And your *Design Audit* has proven to be a powerful sales tool that quickly positions me and my sales team as trusted advisors, and totally separates us from the other dealers. Since we began using these two strategies, response from clients has been tremendous, and our closed-sale batting average has gone way up.”

-Sam Q., MN

Design Audit



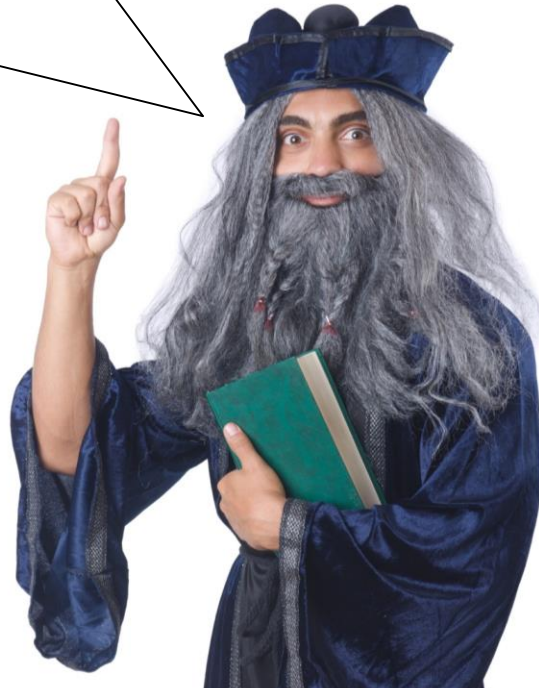
Leads prospects on a logical, step-by-step process, transforming them from “shopper” to **“BUYER”** while they are in your store, even if you’re more expensive.




Compared With Ten Years Ago, How Difficult Is It To Close Sales With New Prospects At Full Margin?

- Less difficult
- The same
- More difficult

**“If You Don’t Have A System For Selling, You’ll
Always Be At The Mercy Of Your Customers
System For Buying!”**



**Their “System” Is To
Shop You!**



**“Home Depot says
they’ll install it for
free! Why should I
buy from you?!?!”**

4-Step Design Audit System





**Step 1:
Immediately
Take Control Of
The Sales
Process**

POP
QUIZ!

What Is The **BIG MISTAKE**
Made By Most Sales People In
The First 30 Seconds That Gives
Control To The Prospect, And
Virtually Guarantees They'll Get
Beat Up On Price?

Step 2: Build Value Into Your Sales Process



Step 3: Sit Down And Ask Questions



Step 4: In-Home Visit



The In-Home Visit Is Another Opportunity To Stand Out And Create HUGE Value!





If each member of your sales team was trained weekly in the Design Audit, held accountable to using it as instructed so they mastered the process, do you think closing two extra sales per week is realistic?

How To Add \$312,000+ Annually Per Sales Person With The Design Audit



- Average ticket: \$3,000
- 2 extra sales per week = \$6,000/wk for each sales person
- \$6,000 x 52 weeks = \$312,000
- 3 sales people = \$936,000/yr.



Empowering Your Team For Success!



3 Things You Need To Have In Place To Set Your Sales Team Up For Success:



- 1. Tools for success**
- 2. Training on how to use the tools**
- 3. Accountability to use the tools as trained**
 - Recognition
 - Reward

Weekly Sales Trainings

Accomplish All Three At Once...

- 1. Tools for success**
- 2. Training on how to use the tools**
- 3. Accountability to use the tools as trained**
 - Recognition**
 - Reward**



Further Training On The Design Audit



- Core 3 section of members site.
- Core 3 Manual

Concierge Members

Concierge Responsibilities For The Design Audit

1. Gather your information.
2. Set up the Design Audit form.

Your Responsibilities

1. Get the information to your Concierge ASAP
2. Conduct weekly sales trainings: 1) provide the tools, 2) train your team to use the tools, 3) provide your team with accountability.
3. Start using the Design Audit immediately on **EVERY CUSTOMER!**





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Next Session:
Core 3 Module #2:
Referral Connections

