

# FLOORINGSUCCESS

SYSTEMS



## Core Three Strategies Part 2: Referral Connections



# What We're Going To Cover

- Quick recap of the “Shocking statistics”
- Quick recap of the 3 Tiers of marketing
- Review of the Referral Connections system
- How to add \$312,000 annually per sales person
- **Q &A**



**“Jim, I'm making more and working less!** I used to work 'dark to dark,' including weekends. I now take weekends off, and work a lot less during the week. At the same time, my revenue is up by 60%. And my margins are at 45%. Your program has changed my life. Thank you!” -Craig B., Florida



“I’ve only been a member for three months, but because of Jim’s systems I’ve raised my prices 30%...I’m now getting no less than 50% margins on everything I sell. And I’m even busier than before I raised my prices! Thanks, Jim!”

-Garry & Cindy Combs, IL



**"Soon after joining, I implemented Jim's referral system and made an extra \$90,463.00 in one month! And I did it during a slow economy!"**

**-David Kocian, TX**

# Review

## *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%

**Review**

# 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

# What Are The Benefits Of Working With Referred Clients?

- Borrowed trust
- No marketing costs
- Higher ticket
- Higher margin
- More closed sales
- **More pleasant selling experience**





# Be Referable

- None of the Core 3 strategies will make up for lousy service

# Be Referable

- “Whatever you do, do it so well and so uniquely that others can’t help but talk about you.” -Walt Disney
- Zero resistance selling environment. (Design Audit training, advanced training videos on members site.)
- Blocking & Tackling: Do what you say you’re going to do, when you said you were going to do it.

# Let's Review The *Referral Connections Program*



# In-Home Follow Up Visit



- Scripts for Success
- Referral Connections Form

# In-Store Follow Up Visit



- Scripts for Success
- Referral Connections Form

# **Marketing To Referrals You've Collected**

- Referral Letter and Gift Certificate
- Online Referral Portal (Concierge)

**Review**



# **Empowering Your Team For Success!**



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

**Review**



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



**Review**

# **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**





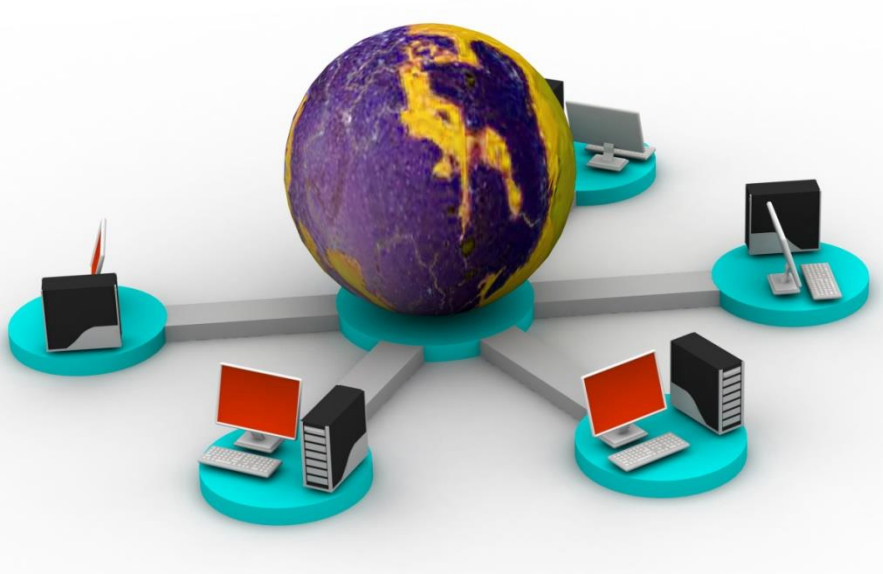
If each member of your sales team was trained weekly in the Referral Connections, held accountable to using it as instructed so they mastered the process, do you think closing two extra sales per week is realistic?

# How To Add \$312,000+ Annually Per Sales Person With Referral Connections



- 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.

# Further Training On The Referral Program



- Core 3 section of members site
- Core 3 manual
- Advanced training:  
Setting Your Team Up For Success

# Concierge Members

## Concierge Responsibilities For The Design Audit

1. Gather your information.
2. Set up the *Referral Request Form*
3. Set up the *Referral Marketing Letter*
4. Set up your *Online Referral Portal*
5. Manage the mailing of your *Referral Marketing Letters* (weekly)

# Concierge Members

## 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. Immediately begin using the Referral Request Form on EVERY CLIENT!
4. Each day, enter the referred clients into your Online Referral Portal.





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**Next Session:**  
**Core 3 Module #3:**  
**Home Advisor**

