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Ideal BUSINESS Ideal LIFESTYLE

Why this Florida Flooring Dealer Says FSS Is Key To Staying On Top Of The Market

Ask Scott Perron what the driving force behind his flooring career has been, and he'll tell you, "I'm never satisfied staying still."

He's certainly spent much of his life in flooring on the move. Scott grew up helping out in his dad's flooring store, and like so many dealers, he did a little bit of everything in the store along the way. By the time his father retired in 1993, Scott had been managing the store for a couple of years, and felt ready for new challenges.

For the next several years, challenges were the name of the game. Scott expanded from his father's original Flooring America store, adding a discount store called Big Bob's Flooring Outlet and later All-Star Flooring, aimed at the builder market. Eventually, Scott's impressive training work with Big Bob's was noticed, and he was offered a position as the President of the national franchise, where he spent the next five years.



By 2014, Scott was looking to move to Florida, and ready to return to owning a store of his own once more. But despite his impressive resume, he knew there was always room for learning more and continuing to grow as a business owner. "I first met Jim pretty much by accident – my wife and I decided to head down to Surfaces East in Miami, but for some reason they didn't open the show itself until noon. So we decided to check out Jim's session. I'd read some of his columns in FCNews before, but never actually met him."

"My first impression was, 'Wow, this guy is legit.' He didn't come off like one of those overly-polished people with canned speeches and no substance. He was a little bit goofy, had a sense of humor, but man, he really was serious about helping flooring dealers. This was a guy who really knew his stuff – when you asked him a question about something outside his pre-planned speech topic, he had answers."

From that point on, Scott knew he was in. "I've been in the flooring business for a long time, most of my life, but I don't know everything! Part of the reason I've been able to have the amazing career I've had so far is because I've had great guys like Jim mentor me. The flooring business keeps changing. It used to be, years ago, you could react slowly – you could wait years to have a real website, and it didn't really impact you. Now, you have to keep up with the changes. I completely agree with Jim when he teaches that small businesses have to differentiate themselves from the big box "Goliaths", or they'll be swallowed up."

These days, Scott has made his home in Sarasota, Florida, and runs two flooring stores in the area with his wife, Sally. "I do some speaking and writing to mentor people who are coming up in the flooring industry, and I also look toward Jim and the Mastermind group to help me stay relevant to the changes that are coming in the market."

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“Those that think they can... are right.”
~Scott Perron’s dad

After all – if what I’m offering isn’t relevant to what my buyers are looking for, they’ll go find another dealer. I really believe that you need to have a mindset of change,” says Scott. “My dad always used to tell me, ‘Those that think they can... are right.’”

Turbocharge Your Repeat and Referral Business with the Neighborhood Advisor

The Neighborhood Advisor is a deceptively complex piece of marketing. It might not *look* complex. In fact, we specifically tell our members to keep it simple – print it on plain computer paper, nothing glossy or slick looking. But behind that humble appearance is a carefully designed marketing strategy that’s packed with social proof and emotional triggers that will massively boost your repeat and referral business.

Now, I’m not going to waste your time explaining why repeat and referral business is so valuable. If you’ve been in the flooring industry for any length of time, you already know that they are some of your least price-sensitive customers, making for easier sales at better margins, and often they will be some of the most pleasant clients to work with as well. Instead, what I want to focus on today is exactly **why** and **how** the Neighborhood Advisor is so effective at pulling in referrals and keeping past clients coming back year after year.

Become A Big Fish in a Small Pond

Let’s start with the easiest part. Ask yourself a question: how many of the companies that you’ve done business with send you a monthly newsletter? I recently moved and needed a lawn service at my new home. I know I used a company I really liked when I was in my old house, but in the months since I last worked with them, I’ve completely forgotten the name of the company. They haven’t contacted me at all since the last job. Now they’ve lost my business, and I have to start from scratch trying to find a reputable, professional lawn service. It’s a loss for both of us.

Flooring dealers are almost always up against a ton of competition. Even if you’re in an area that doesn’t have a ton of other local flooring businesses, you’re probably not the big fish: you’re still competing with the big box stores that have huge market saturation and big name recognition. If you’ve already done the hard work and landed a customer, don’t let that slip away when they can’t remember your name a year or two down the line!

When I ask about newsletters at a big convention like Surfaces, I always find that *maybe* 2% of dealers are sending something out on a regular basis. You want to stand out from your competition? Start here. Start by showing up in front of your customer on a regular basis. You’re not trying to be the biggest fish in your city. You’re trying to be the biggest fish in the pond of your past client’s mailbox.

The Science Behind the Neighborhood Advisor

So, that’s the simple part. But while just showing up is a great first step that will certainly keep you from losing some of your past clients, it won’t get you the turbocharged results we see from the Neighborhood Advisor. And that’s where we get into the science behind why the NA gets such great results. It is chock full of triggers that have been designed and refined over the years to keep people connected and drive referrals:

- Connection boosters: Each issue starts with a personal message and a photo of you, reminding your clients that you’re a hometown business and not some big faceless corporation.
- Engagement boosters: The Mystery Winner, Client of the Month, and Mega Trivia Contest all drive engagement, prompting people to read the issue to find out if they’ve won, get in touch with their trivia answers, and come into the store to collect their prize.



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- Social proof: The testimonial call-out box (“Thank you for the kind words!”) reinforces the quality of your service, and the lists of new, returning, and referring clients is social proof that many other people are buying from you.
- Recognition: Everyone loves to be recognized. That’s why there are 7 different places in each issue of the Neighborhood Advisor where a client might read his or her name – and maybe even win a prize.
- Referral drivers: The Referral Rewards program and “Thank You to All Who Referred Us Last Month” sections make it clear that you welcome and reward referrals, which work in combination with the testimonials and social proof to make clients feel even more comfortable referring you.
- Info-tainment: The Neighborhood Advisor is designed to be 20% business, 80% fun. If it’s all business, it’s all boring, and no one will read it. Plus, the fun and interesting articles make it more likely that your clients will pass the newsletter on to someone they know after reading it.

For all of its seeming simplicity, there’s a reason that I made the Neighborhood Advisor one of my “Core 3” strategies. If you haven’t had a chance to implement it yet, there’s a whole new level of untapped repeat and referral business out there, just waiting for you to take advantage of it.

Why Working Less Is The **Key To Growing** Your Flooring Business



There is an epidemic in the flooring industry.

It’s an epidemic of overwork, fueled by the feast-or-famine roller coaster that so many dealers find themselves locked into. One month, they’re swamped with business, rushing through jobs, feeling pulled in all directions to keep up with everything they need to get done. The next month, no one is coming in, and they’re offering crazy discounts and running around doing everything they can to get more sales. Then the next month starts it all over again.

It’s a constant cycle from “stressed and overwhelmed” to “how am I going to pay the bills?” and it keeps many flooring dealers in their stores 60 and 70 hours a week (or more). The end result is dealers who spend so much time at work that they’re missing out on their hobbies, on date nights, on watching their kids or grandkids grow up. They’re missing out on life!

Too many flooring dealers are spending – wasting! – their lives like this. But **YOU** don’t have too. You can get off the roller coaster, eliminate the constant stress, provide better, more consistent customer service, and stop spending every waking minute in your store. And you can do it while *massively boosting your revenue*.

So, why is it that so many flooring dealers seem to find themselves stuck in this cycle? That even when they’re at the top of the rollercoaster, they can’t seem to capitalize on the feast times to create a new baseline of success?

It’s because the business is relying solely on them to run and grow.



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When you have no systems in place, everything in your business relies on your input to keep from grinding to a halt. Even when you're making good money, even if you have people you trust in the store, you're still pulled in a thousand directions overseeing everything and making sure everything continues to run smoothly: orders, estimates, inventory, invoicing, customer service, payroll, tracking installs, managing employees, putting out fires... the buck stops with you, for everything, all the time.

Imagine trying to take a vacation in a scenario like that – or even trying to take a long lunch! You might not be physically in the store, but as soon as someone runs into a situation they don't know how to handle, your phone will be ringing.

So what's the solution? How do you start building a consistent revenue stream off of the peaks, instead of waiting for the inevitable valleys? How do you get to a position where you can say, as one of my Flooring Success Members has said to me, "The less I work, the more I make"?

The answer is in the systems.

Think about an airliner taking off. Getting that plane in the air takes a huge amount of energy. But once it reaches cruising altitude, it's mostly just coasting along, making small adjustments here and there.

“Making the switch, from an owner-dependent business to a systems-dependent business, is exactly what Flooring Success Systems is designed to do.”



The same thing happens in business – going from a standstill to a thriving business takes a lot more work than keeping a successful business running. But once you get to that point, you have to

change your approach. Pulling up on the yoke might have gotten the airplane into the air, but it won't get the plane to its destination.

Making that switch, from an owner-dependent business to a systems-dependent business, is exactly what Flooring Success Systems is designed to do.

In order to apply the systems successfully, you'll need to know exactly where you want your business to go, and what you want it to look like. That means coming up with very specific goals, and getting them down in writing. Until you've gotten really clear about what your goals are, you won't know what steps you need to take to make them happen.

Once you know your goals, you can start to build systems (or use mine!) to accomplish those goals, and train your people to keep the systems running day after day. Remember: if your system isn't written, and if it can't be accomplished without you checking up on it every single day, it's not actually freeing up any of your time. Once you have people who are truly able to take ownership of their roles, you will honestly be able to say that you are working less and making more money. And that's what Flooring Success Systems is all about.

WELCOME NEW FLOORING SUCCESS SYSTEMS MEMBERS!

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