



Introducing The Neighborhood Advisor
(Plus Your Step-By-Step Plan To Dominate Your Market!)



Broadcasting From Our California Office

SURVEY



**Name one benefit of
marketing to past clients?**

What We're Going To Cover

- Member spotlight
- Overview of the Neighborhood Advisor
- Science behind past client marketing
- Bad news for (most) dealers in 2017
- Dealer case study
- Q &A





February

- **Roundtable: Thursday, Feb. 16th at 2:00 EST**
 - **Digital Domination member rollout! (Beta)**
 - **3 digital tools to “Beat The Boxes” online**



**With Guest Expert, Jim Dion
President of Dionco, Inc.**

MARKETING MASTERY

Webinar Series

**Don't Get Caught Doing What
Worked Yesterday When
Customers Are Obsessed With
What They Want Tomorrow**

Thursday, Feb. 16th at 4:00 EST

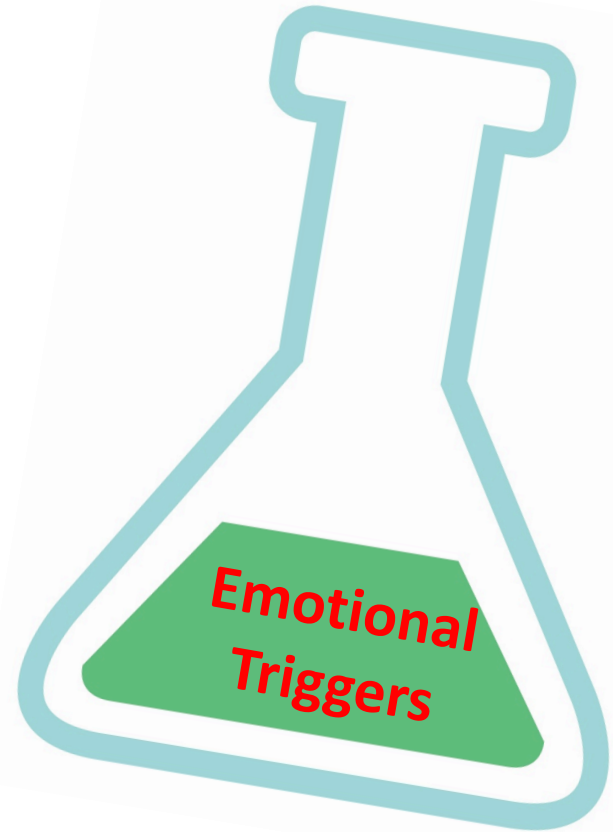


Curt Bowler
Abbey Carpet and
Floor
Missoula, MT

Science Behind The Neighborhood Advisor



- **Photo of you**
- Personal note at the beginning of the letter
- **Mystery Winner**
- “Did You Know” section
- **Mega Trivia contest**
- Client of the month
- **Testimonials**
- Acknowledgment of new/returning clients & clients who referred
- **Mention of the Referral Reward program**
- Info-tainment. The HA content is 80% fun, entertaining, informative articles, and 20% flooring related. This is done ON PURPOSE.
- **Black printing on white or colored paper. No Slick paper. No 4-color processing. This is done ON PURPOSE.**



A Scary Question For Floor Dealers....

- Given that the boxes and online discounters are grabbing more and more of the flooring market...
- And that margins are being squeezed lower and lower...
- And that it's getting more, and more difficult and expensive to attract customers with "traditional" advertising...
- And that the customers you DO get through advertising are more price-sensitive and skeptical than ever before...
- **...What is your specific, step-by-step plan to combat this?**

**Bad News For Dealer's
Who Don't Have A Step-
By-Step Plan...**

- Odds are good that their days in flooring are numbered.
- Or, if they don't go out of business outright, they'll continue to see their margins squeezed, and squeezed and squeezed....
- And they'll have to work harder and harder just to make the same amount.



Your
Step-By-Step
Plan!

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%



The Stats:

- \$1M in annual revenue
- Average ticket: \$4,000
- Average margin: 30%
- Closed sale ratio: 35%
- 3 sales people
- No past client marketing, no referral marketing, no sales system
- **GOAL:** \$1.5M in 12 months

Jim's Prescription For Success...

- **Design Audit:**
 - 3 extra sales per week. (1 per sales person)
 - \$12,000 week x 52 = \$624,000
- **Referral Connections**
 - 1 extra sale per week
 - \$4,000 week x 52 = \$208,000
- **Home Advisor**
 - 1 extra sale per week
 - \$4,000 week x 52 = \$208,000

Total extra: \$1.04M

+ Current revenue: \$1M

+ Increased margins

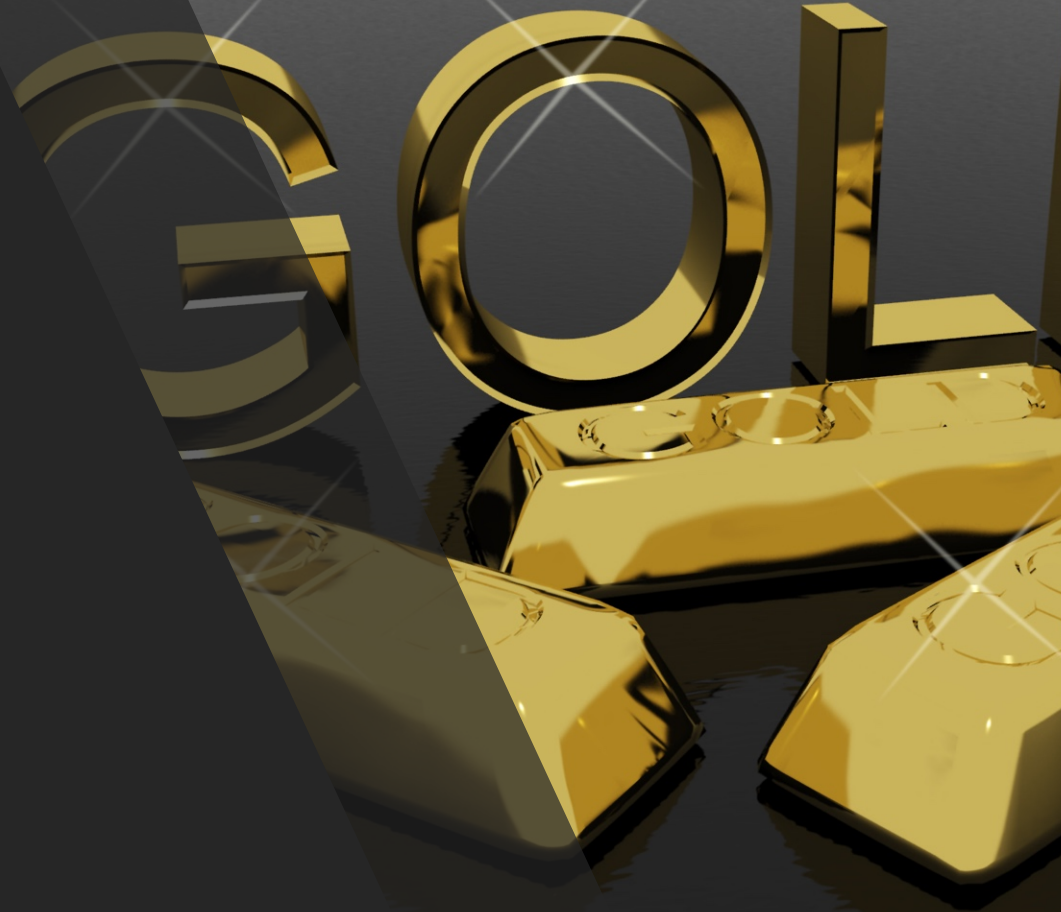
Grand Total: \$2.04 Million +



This dealer is sitting
on a \$2M+ gold
mine, but only
extracting \$1M
worth of gold!

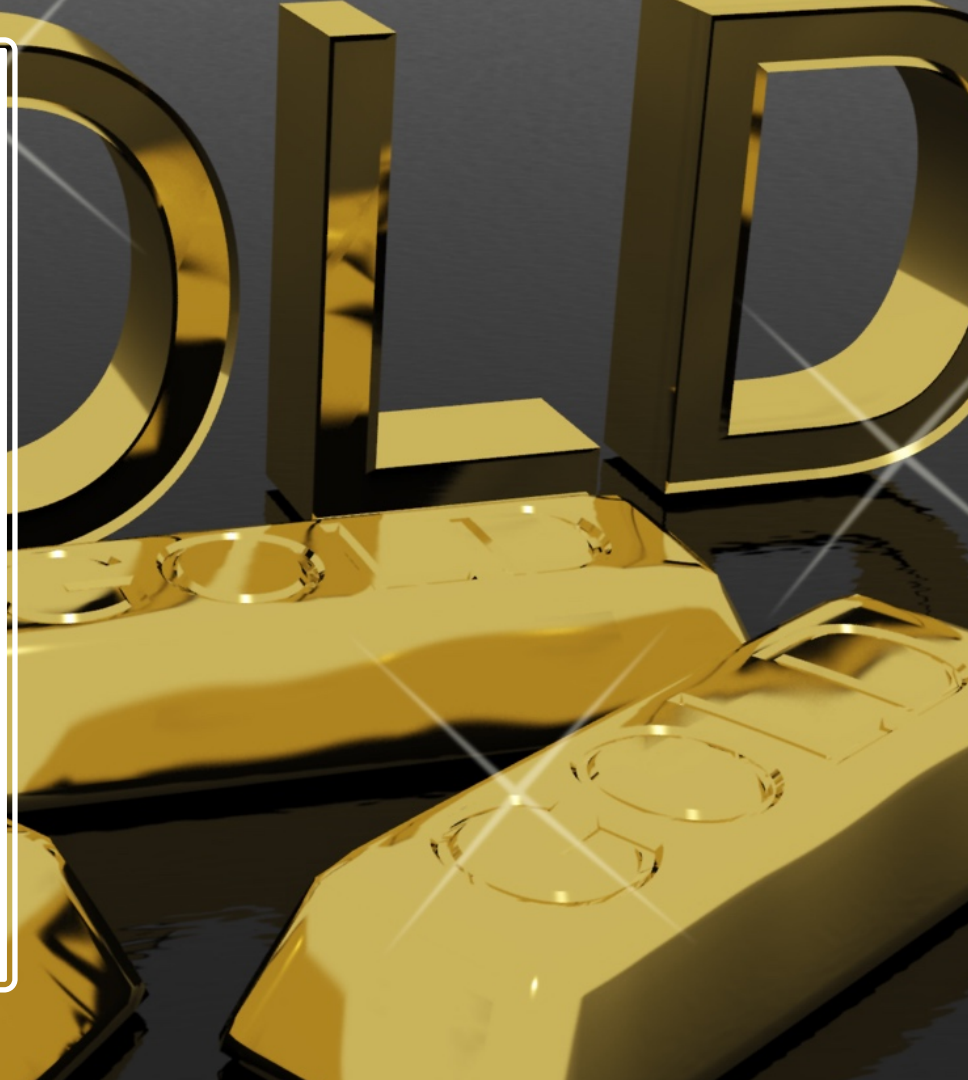


The Neighborhood
Advisor Mines The
Hidden Gold In
Your Business!



Benefits Of Mining The Hidden Gold...

- Grab BACK market share from competitors!
- Command premium margins!
- Dirt cheap to get new sales compared to “traditional” advertising!
- Past clients are not nearly as price-sensitive!
- The boxes and other competitors simply WON'T DO THIS!



Further Training On The Neighborhood Advisor

- Core 3 Section of Member's Site



“Get Out There
And
Smoke Your
Competition!”



IGSUCO
SYSTEMS —