



2 Major Problems With COVID And How To Solve Them

Make More, Work Less

Would You Like My Help? 12-Month Success Coaching

- One-on-one coaching with me
- Deadline: Friday, Feb. 26th
- FlooringSuccessCoach.com



The Flooring Store Of Tomorrow Is Here

With Guest Expert: Brandon Shidlowksi
Sr. Operations Manager at Roomvo

floor coveringnews

Ken Ryan
Senior Editor
FCNews

FLOORINGSUCCESS
SYSTEMS

Jim Augustus Armstrong, Presenter
FCN Marketing Columnist,
Founder of
Flooring Success Systems



Brandon
Shidlowksi
*Sr. Operations
Manager, Roomvo*



roomvo

Member Spotlight

Dan Ginnaty

GT Flooring

Great Falls, MT



Member Spotlight

Our Valentine's Day drawing is our most successful of the year. We reserve a table at one of the nicest fine dining restaurants in town in late December for 6:30 pm on Valentine's Day. Arrange to have a vase with a bouquet of flowers supplied by a local florist on the table with a card when they arrive. When I reserve the table for our customer I also reserve one for my wife and myself. When the winners arrive I let them get settled, go introduce myself if I do not know them personally and then request permission to take a photo of the couple for use in our newsletter.



Member Spotlight

We have placed a teaser in the N.A. but not formally announced that we were accepting entries. We have had 19 requests to enter. (which of course we accept). We still give away the trivia dinner in Feb. Double dip in Feb. for the people who respond.

The N.A. is a great way to market without the customer feeling like they are being subjected to advertising. We receive numerous compliments on the newsletter each month. 1-3 requests annually for removal.

Talk about stealth marketing, the clients perceive the marketing as welcomed and anticipated. Still works after all these years.

Dan.





2 Problems With COVID

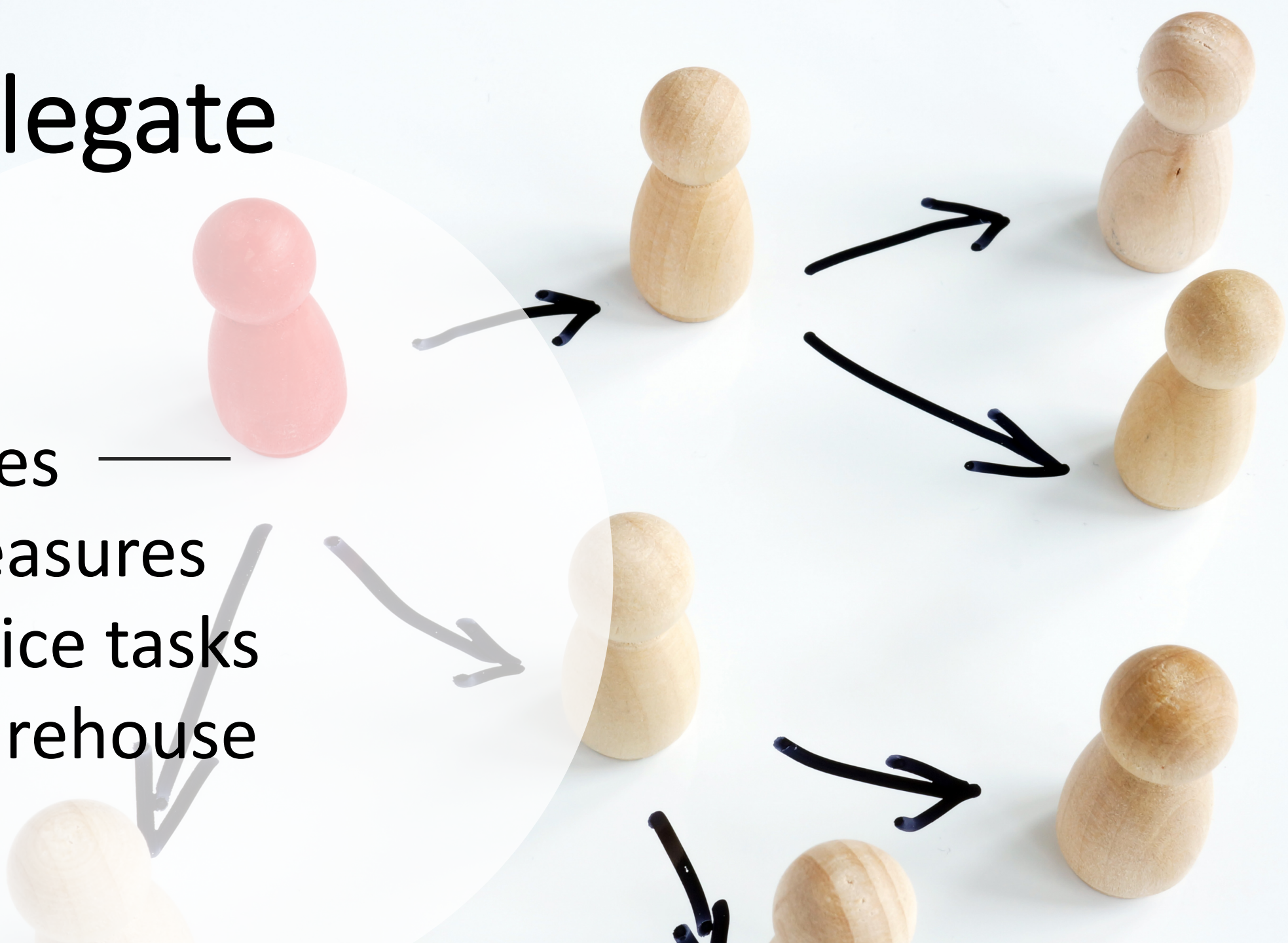
1. "I'm overwhelmed with business"
2. "I don't have enough business"



Part 1: Strategies to Eliminate the Overwhelm

Delegate

- Sales
- Measures
- Office tasks
- Warehouse



One Week Task Journal

- Keep a calendar with you
- Block out each hour of your work day
- Record what you did in each hour
- Review at the end of the week
- Highlight task categories



Virtual professional To Outsource Office Tasks

- Virtual receptionist
(Smith.ai)
- Scheduling
- Reminder calls
- Graphic design
- Bookkeeping



Book Jobs Well Into The Future



Positioning




Scarcity



What to say when scheduling



Raise Your Prices!



Part 2:
Strategies
to Get More
Customers

And Recession
Proof Your Business



3 Reasons For Fewer Customers

1. Government mandated lockdowns
2. Market slowdown in your area
3. You're not marketing (or using ineffective marketing)



Local Government Mandated Lockdown

- Be ready for when the lockdown ends
- Keep communicating with your customers



Slowdown in your market



Shrinking Pie? Cut Yourself A
Larger Slice

Join Every Networking Group Available To You

- BNI
- Le Tip
- Rotary
- Lions
- Chamber of Commerce
- MeetUp.com



Endless Referrals

1. Introduce yourself
2. Talk about THEM
 - Their business
 - Their interests
 - “How can I help you with your business?”
3. Get their business card
4. Snail mail them a hand-written note
5. Subscribe them to the Neighborhood Advisor



ENDLESS REFERRALS

Third Edition

**Network Your Everyday
Contacts into Sales**

Features the New ProfitFunnel System—Guaranteed
to Bring Potential Customers Directly to You

- ▶ Create More Sales in Less Time
- ▶ Overcome Your Prospecting Fears
- ▶ Generate Qualified Leads Fast

Bob Burg

Joint Ventures Module

- Realtors
- Designers
- Remodelers
- Carpet cleaners
- House Cleaners
- Etc.



Joint Ventures System

- Oil Cans Vs. Oil Wells
 - Add Six or Seven figures to your revenue with no marketing costs
 - Recession-proofs your business
-





“My referral partners send me between \$500k and \$700k per year.”

-JEROME NOWOWIEJSKI

Brownwood Decorating, Brownwood, TX



20 referral partners

\$500k-\$700k /revenue

Each partner is worth
\$25,000 - \$35,000



Paul Gardiner

Superior Floors, Littleton, NY

6 Referral Partners

\$150,000/revenue

Each Partner is worth
\$25,000

Become Your Community's Hub



50 EVENTS
to Drive Traffic to Your Store

OPEN

"Lisbeth offers retailers unrivaled advice on reaching for and staying connected with their customers."
Darren Abraham, President, Abraham, Inc

Author, Speaker, Motivator Lisbeth Calandrino

A group of diverse people are gathered at a networking event. In the foreground, a man with glasses and a beard is smiling and holding a drink. To his right, a woman with curly hair is also smiling and holding a drink. Further right, another woman with blonde hair is smiling. In the background, other people are visible, including a man in a light blue shirt and a woman in a black and white patterned top. The setting appears to be an outdoor or semi-outdoor space with a building in the background. The overall atmosphere is positive and social.

Networking Events At Your Store

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FSS

Marketing

- **Core 3**

- Neighborhood Advisor

- Referral Connections

- Design Audit

- **Digital Floor Dealer**

- Online reviews

- Facebook marketing

- Perfect floors guide

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