

Referral Connections

Core 3 Bootcamp

Review

3 Tiers Of Marketing

Tier 1—Warm

- Design Audit
- Referral Connections
- Neighborhood Advisor and e-Neighborhood Advisor

Tier 2—Cold

- SEO
- Google ads (pay-per-click)
- Social media
- Ad retargeting
- Home shows
- Direct mail to non-clients
- Print ads

Tier 3—Cold

- Radio
- TV
- Billboards

Benefits Of Referrals

- Borrowed trust
- No marketing costs
- Higher average ticket
- Higher margins
- 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

Blocking & Tackling

3 Referral Funnels

Video 1: Client referrals

Video 2: Referral partnerships

Video 3: Referral networking



Funnel 1: Client Referrals



In-Home Follow Up Visit

Tools

- Scripts for Success
- Referral Flyer
- Gift Certificate + Letter To A Friend



In-Store Follow Up Visit

Tools

- **Scripts for Success**
- Referral Flyer
- Gift Certificate + Letter To A Friend



Ongoing Referral Generator



"You'll love your new floors, or I'll replace them free!"

~Christian Jensen

Inside This Issue...

- Are you this month's Mystery Winner?
- Month at a Glance
- Surprising facts about winter weather
- Mega Trivia Contest
- Did You Know
- Time to schedule those summer vacation days
- Thank you for the Kind Words
- Client of the Month
- Find your favorite ice cream flavor in our word search puzzle



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Come by our store to
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GetFloored

January 2020



Dear Friends,

Happy New Year! It feels like just yesterday we were bringing in 2019 – now we have officially hit 2020!!! It feels unreal. So this month we will be kicking things off with all our plans and goals so we can make 2020 the absolute best year ever.

Imagine yourself closing the door on 2019 and let's look at areas that we can improve in 2020. One area we should start with first is the home. Let's be honest, your home is where all the ideas, memories and comfort flow from. It's a place of refuge from a long day at work or even a place where you celebrate with family and friends. As Marie Kondo would say, *start looking at the areas that don't spark joy for you*. It can be small improvements to begin with like new curtains; then you can work your way to more noticeable improvements like the new flooring or new furniture. Even if its baby steps of progress like looking for quotes it's still a step forward. After planning improvements in your home, you can look at other goals you'd like to achieve in 2020. Maybe set some goals that you were scared to attempt in 2019. You've got this!

Your friend,

Christian Jensen

Month at a Glance!

January 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	New Year's Day	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20 Martin Luther King Day	21	22	23	24	25
26	27	28	29	30	31	1

January 1
New Year's Day

January 20
Martin Luther
King Day

Time to schedule those summer vacation days



The winter months have us dreaming of summer vacations. Here are some budget-friendly summer vacation ideas for the family from the Travel Channel.

Pittsburgh – Known as “Kidsburgh” thanks to all the family-oriented activities in the area, Pittsburgh, Pennsylvania is an affordable and fun pick for families. Book tickets to popular attractions, like the Pennsylvania Trolley Museum and the Children’s Museum of Pittsburgh, on the VisitPittsburgh website to save up to 50 percent.

Take a free guided tour of the Allegheny Observatory and explore Bicycle Heaven, the world’s largest bicycle store and museum. Don’t leave Pittsburgh without taking a ride on the Duquesne Incline for one of the best cityscape views in the country.

Florida’s Nature Coast – Orlando and Miami may get the lion’s share of attention in Florida, but kids will love Florida’s Nature Coast on the lesser-explored Gulf Coast side of the Sunshine State. There you’ll find manatees, waterfalls, mermaids, even a hipster named Lu at Homosassa Springs Wildlife State Park. In three Sisters Springs on the Crystal River serves as a manatee refuge in the winter months but is a popular spot for paddling, swimming and kayaking in the summer. At Weeki Wachee Springs State Park,

a magical twice-daily mermaid show will delight every member of the family.

Albuquerque – From volcanic rocks and petroglyphs to shrubby bushes and mountains, Albuquerque, New Mexico was made to be explored by children. Start by spending the day at the ABQ BioPark. Save with discounted combo tickets, which include the zoo, aquarium and botanic garden, as well as unlimited rides on the narrow-gauge trains at the park. Join a free walking tour to learn about historic Old Town Albuquerque before popping in the American International Rattlesnake Museum. The Mesa Point Trail at Petroglyph National Monument is a must-do.

For lots of free attractions, consider **St. Louis, MO**, too!

Thank You for the Kind Words!

“Get Floored was so great to work with. Christian and his team always followed through with what they promised from the timeline to the price, there were no surprises. We couldn’t be happier!”
–THE JOHNSONS

“We just purchased our new home, which wasn’t new, but new to us! We had Get Floored redo our flooring and our home actually feels brand new! We loved, loved, loved (did we say loved?) working with Christian and all his peeps! We totally recommend Get Floored!”
–SARAH AND JOHN

Client of the Month

Congratulations to our client of the month,

Daphne Bundy

Daphne came to GetFloored wanting to change out her old vinyl floors for LVP. As we began the design process with Daphne she quickly added countertops and backsplash to her home re model. After everything was completed she came back and took advantage of our newest service and added furniture and art work to complete the re model.

Daphne was a joy to work with and was very appreciative every step of the way.

As always, our clients of the month receive **2 movie passes for Megaplex Movie Theaters!** Watch for your name here in a coming month!

Is it ever too cold for ice cream?

Ice Cream Flavors

Y	M	T	R	L	C	H	O	C	O	L	A	T	E
A	S	K	C	A	R	T	E	S	O	O	M	E	T
P	Y	V	A	N	I	L	L	A	S	N	O	T	E
M	K	D	E	T	D	E	A	C	F	A	N	A	A
C	A	T	N	L	I	N	N	A	O	C	O	O	E
O	K	P	O	A	A	G	O	D	K	E	A	E	T
E	C	U	L	N	C	A	E	F	O	P	L	E	N
D	O	T	A	E	N	O	R	Y	W	E	E	E	E
O	C	B	O	A	W	Y	O	T	T	E	O	I	E
C	O	I	E	A	A	A	R	T	S	A	O	A	R
R	N	T	T	C	R	A	L	E	T	N	I	A	G
E	E	G	D	U	F	O	S	N	I	O	V	I	T
D	A	O	R	Y	K	C	O	R	U	A	C	G	T
A	E	E	T	U	N	O	C	O	C	T	P	E	S

COTTON CANDY
MAPLE WALNUT
PECAN
BANANA
TIGER TAIL
MOOSE TRACKS
COCONUT
ROCKY ROAD
GREEN TEA
FUDGE
RECES
CHOCOLATE
VANILLA

thank you
TO OUR CLIENTS!

Welcome to our new and returning clients!

Daphne Bundy
Brenda and JoAnne Jones
Mckenzie Hansen
Jann Humpherys
Bret Bleazard

A gigantic THANK YOU to all who referred us last month...

Night at The Movies!

Get a Night Out at the Movies for 2 with my

Referral Rewards Program

As you probably know, advertising is very expensive. Instead of paying the newspaper or another place to advertise, we’d rather reward you. So, we’ve assembled the Referral Rewards Program.

Every time you refer someone who becomes a client, we will send you a gift certificate for two passes to the **Megaplex Movie Theaters**.

And Hey! What’s a movie without popcorn? The gift certificate will also cover a big box of hot, buttered popcorn and sodas!

Ice cream is a favorite treat, even in winter! It’s less expensive, won’t melt, and the lines at the ice cream shop are shorter. There are great seasonal flavors like egg nog and candy cane, too.

What’s your favorite flavor? Can you find it in the puzzle?

Be sure to stop by to pick out and schedule your new floor installation, and from our families to yours have a great month!



393 E. Riverside Dr. Ste. 4A
St George, UT 84790
GetFlooredStGeorge
435.773.2667



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**





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 one extra sales per week is realistic?

Run The Numbers

\$3,000 Average ticket

2 sales people x 1 extra
sale/week = \$6,000 week

\$6,000 x 52 weeks =
\$312,000



Funnel 2: Referral Partnerships



Big Problem...

Consumers are more skeptical and stand-offish than ever before.

It's more difficult and expensive to get clients through traditional advertising



The Solution:
Referral Partnerships
With Other Businesses





Why Referral
Partnerships
Are So
Powerful

- Massive revenue potential
- Extremely low marketing costs
- Immunity to recession/less affected by recession
- **Continuous stream of income**



“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



Hunting Vs. Ranching

Most Dealers Act
Like Hunters



You Are A Rancher





The Importance Of Herd Building

Customers & Referrals



Referral Partners



2 Types Of Herds

What Kinds Of Businesses Can You Partner With?

- **Interior designers**
- **Remodeling Contractors**
- **Realtors**
- Insurance agents
- Carpet cleaners
- Furniture stores
- Cabinet shops
- Window coverings
- Paint stores
- Appliance stores
- House cleaning companies
- Janitorial companies
- Landscape maintenance
- Plumbers
- Pest control
- Veterinarians
- Pet shops
- Gift shops
- Welcome Wagon types of businesses
- Gift basket shops
- Restaurants

3-Step
Referral
Partnership
Campaign



The background features a dark grey gradient with three overlapping, semi-transparent blue circles arranged horizontally. A wide, horizontal white banner is centered across the middle of the image, containing the text.

Step 1: Introductory Letter

Step 2: Phone Call



Step 3: Meet In Person





Nurture the
Relationship



Subscribe The Owner And Employees To The Neighborhood Advisor

Reliable news for healthy living, saving money, and having fun!
 January 2020
GetFloored
NEIGHBORHOOD ADVISOR

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Your friend,
 Christian Jensen

YOU'VE WON!
Tasha Holt
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We have a **\$10.00 Swig gift card** reserved just for you! Come by our store to claim yours!

Month at a Glance!
 January 2020

Category	Item	Price	Notes



Ethical Bribery

Keep Them
Supplied With
Sales
Materials



Business Cards



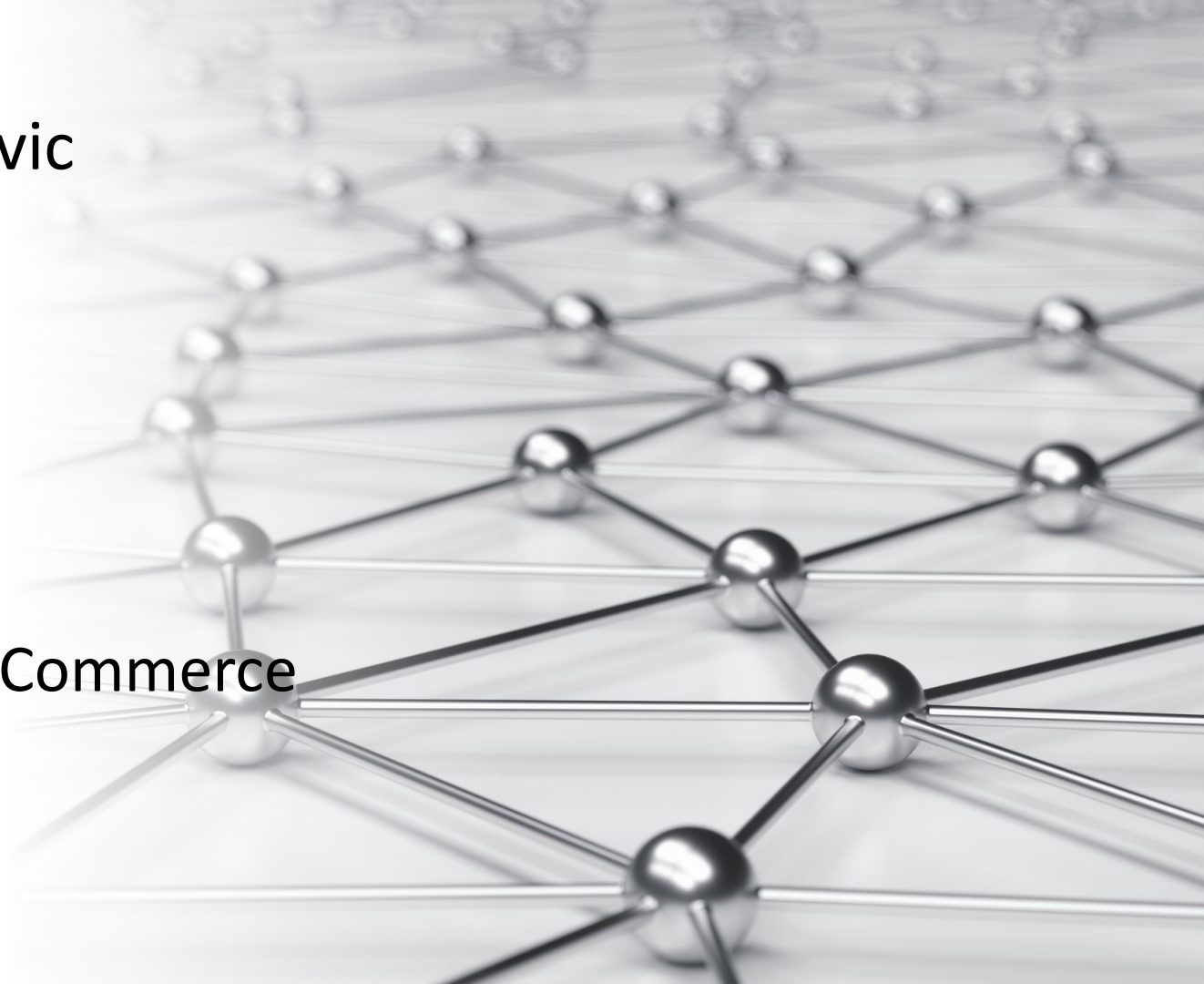
Gift Certificates

The image features a close-up, angled view of a complex electronic circuit board. The board is dark, with intricate patterns of glowing blue lines representing traces and components. In the upper right quadrant, a large, dark rectangular area is filled with glowing blue binary code (0s and 1s) arranged in a grid-like pattern. The overall lighting is a deep blue, creating a high-tech, digital atmosphere. The text 'Funnel 3: Referral Networking' is centered over the image in a clean, white, sans-serif font.

Funnel 3: Referral Networking

Referral & Civic Groups

- BNI
- LeTip
- Rotary
- Chamber of Commerce
- Lyons Club



A professional headshot of a man and a woman. The man on the left is bald with a mustache, wearing a dark suit, white shirt, and green patterned tie. The woman on the right has long dark hair, is wearing a patterned top and large hoop earrings. They are both smiling against a light grey background.

Scott & Sally Perron
24-7 Floors/Floors 4 Pros

A group of five people are gathered in a dimly lit bar or restaurant. In the foreground, a wooden table is set with a glass pitcher of beer, several glasses, and a small potted plant. In the background, a man in a brown hoodie and a woman in a light grey coat are talking. To their right, a man in a tan blazer and a man in a black leather jacket are engaged in conversation, with the man in the leather jacket gesturing towards the man in the blazer. The background features large windows with horizontal blinds, and the overall atmosphere is warm and social.

5 Steps For Successful Networking

Step 1: Introduce Yourself to the Business Owner

70/30 rule

Ask questions about them and their business

Ask who their ideal customer is

Get their business card

Step 2: Send A Hand- Written Note Card

- Photo of you
- Business name and contact info
- Mention something positive about their business



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Step 3: Subscribe Them To The Neighborhood Advisor



Step 4: Schedule A Meeting


- 1-2 weeks later
- Tell them you enjoyed meeting them
- Invite to lunch or coffee



Step 5: Nurture The Relationship

- Subscribe entire staff to NA
- Ethical bribery
- Keep them supplied with gift certificates and business cards





How To Generate An
Extra \$1M

- Each relationships = \$25,000
- 10 relationships = \$250,000
- 20 relationships = \$500,000
- **40 relationships = \$1M**

Pick 1 Strategy
And
Implement

