



# Building Customer Trust After COVID

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# Broadcasting From Colorado

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Wingsuiting Goal Reached!



**“I’ve been taking  
Jim’s encouragement  
and challenges  
seriously.”**

~Paul Wilke

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Member  
Spotlight



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I recently joined Flooring Success Systems and have been taking Jim's encouragement and challenges seriously. I work exclusively with hardwood, Jim challenged me to increase my margins so I did! I raised my margins on everything by 30% & I just closed a 1,200 sf job for \$58,000!! Thanks, Jim!

# Your Two Most Valuable Business Assets

- Client list
- Trust

Building  
Trust During  
Each Phase  
of The Client  
Relationship

Before

During

After



# Online Reviews

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# Repurpose Reviews

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Stream to your website

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Flyers

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Social Media

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Neighborhood Advisor newsletter & e-letter

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Testimonial brag wall

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Testimonial portfolio

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Print material

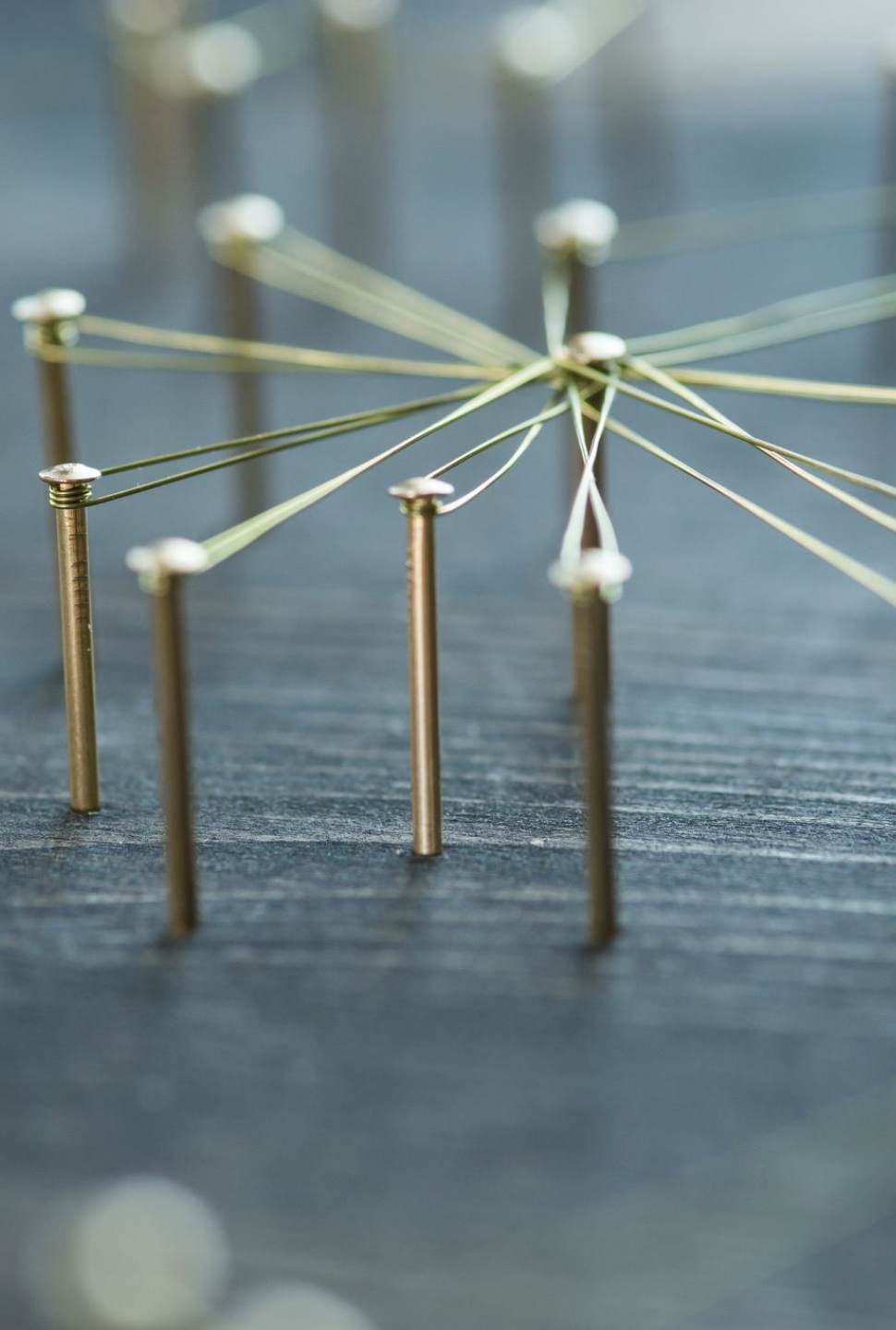
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Ads

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Website Case Study:  
Matt Capell  
Capell Flooring  
& Interiors



# Referral Partnerships

- Realtors
- Designers
- Remodelers
- Carpet Cleaners



# How Are Client's Greeted When They Call?

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Does Your  
Storefront  
Inspire Trust?



Phase 2  
During The  
Sale





Does Your Showroom Inspire Trust?



Does Your Sales  
Process Inspire  
Trust?



# Everyone Else

1. Greeted walk ins the same old way: “How may I help you?”
2. Asked them the same old questions
3. Did the same old estimate
4. Gave them the same old quote (Only “differentiator” is cheap price)

# YOU



1. Greeted totally differently when they first walked in
2. You built value in the Design Audit
3. Beverage menu
4. Sat down and asked questions and wrote down the answers
5. Zero-Regrets Guarantee
6. Lifetime Installation Warranty
7. Installer Professionalism Guarantee
8. In-Home Visit
9. Confirmation call the day before
10. Confirmation call 5 minutes before you arrive
11. Dressed professionally
12. Briefcase
13. Shoe covers
14. “I want to be your flooring consultant for life...”
15. Measured and inspected all of her floors
16. Testimonial portfolio
17. Inspected her vacuum
18. Inspected her walk-off mats
19. Inspected her spotters
20. Free bottle of spotter with free lifetime refills
21. Written prescription

**21-Trust Builders  
Built Into The  
Design Audit!**




**Does The Quality Of Your Installations Inspire Trust?**

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Phase 3  
After The  
Installation



# Thank You Card



Thank you!

# Post-Installation Walk-Through



Reliable news for healthy living, saving money, and having fun!



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

~Christian Jensen

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

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



Tasha Holt

You are this month's Mystery Winner!

We have a \$10.00 Swig gift card reserved just for you! Come by our store to claim your prize!



Scan to see our website

Month at a Glance!

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

January 1  
New Year's Day

January 20  
Martin Luther King Day



Q&A Coming Up



# Before & After Client Appreciation Events



# 50 EVENTS

to Drive Traffic to Your Store



**"Lisbeth offers retailers unrivaled advice on reaching for and staying connected with their customers."**  
*Damon Abraham, President, Abraham Line*

**Author, Speaker, Motivator Lisbeth Calandrino**