

Renegade Success Principles



FLOORING**SUCCESS**
SYSTEMS



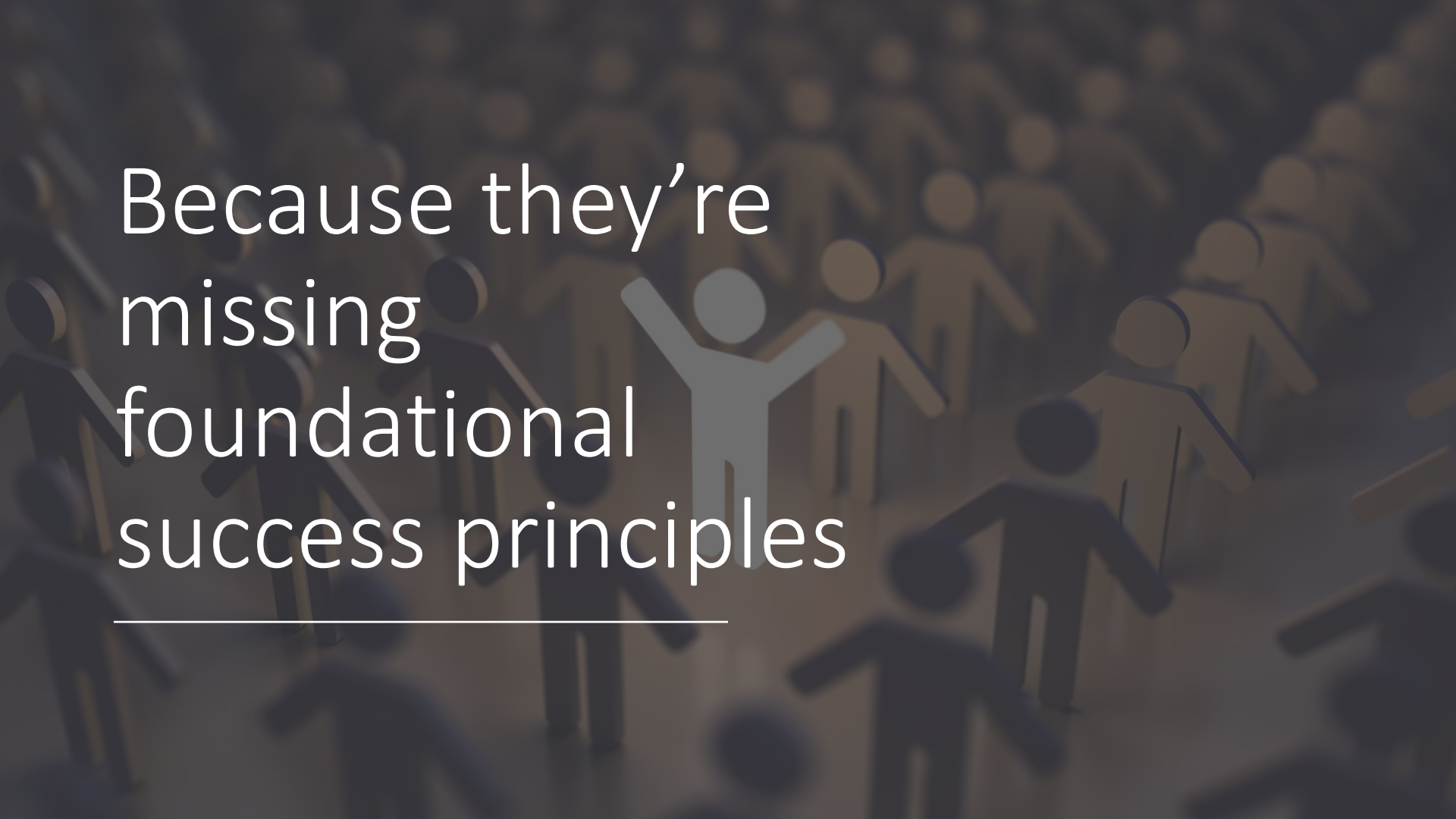


The Power Of A Supportive
Community

Skydiving
Lessons

Why Are Most Floor Dealers Dissatisfied?

- Working too many hours
- Stressed out, burned out
- Not making enough money
- Difficulty growing
- Haven't achieved their dreams



Because they're
missing
foundational
success principles

Craig's Story Is Common...

“Jim, I’m making more and working less! I used to work ‘dark to dark,’ including weekends. I now take weekends off, and work a lot less during the week. At the same time, my revenue grew by 50% in the first 12 months, and grew by 50% again in the next 12 months. And my margins are at 45%. Your program has changed my life. Thank you!”

-Crag B., FL



Renegade Success Principles Have Transformed...

1. My business and life
2. FSS members' businesses and lives

Why “Renegade?”

- Completely different approach to the flooring business
- Most dealers neglect these (unaware)
- They are transformative
- Easier to get clients
- Better quality client
- Close more sales while commanding higher prices
- Recession-proof
- Achieve your Ideal Business, Ideal Lifestyle

Principle #1

What's The Main Purpose Of Your Business?

It's not to provide your service to clients

It's not to provide employment

It's not to make a better community

It's not to pay taxes

The purpose of your
business is this:
**To fund and facilitate
your Ideal Lifestyle**





Hunting Vs. Ranching

Most Dealers Act
Like Hunters



You Are A Rancher



The Importance Of Herd Building

- Consumer distrust
- Advertising for cold prospects-more difficult
- Low marketing costs
- Know you, like you, trust you
- More pleasant buying experience
- Higher margins, higher average ticket, shorter path-to-purchase



Customers



Referral Partners



2 Types Of Herds

3 Tiers Of Marketing

Tier 1 (Core 3)—Warm

- Neighborhood Advisor
 - Marketing to your customer list
- Design Audit
 - Diagnostic selling system
- Referral Accelerator
 - Client referrals
 - Referral partnerships

Tier 2—Cold

- SEO
- Google ads
- Social media
- Video ads
- Purchased leads
- Ad retargeting
- Print ads
- Direct mail
(to purchased list)

Tier 3—Cold

- Radio
- TV
- Billboards

Marketing Multiplier Effect



Marketing Multipliers



Google Ads

Marketing Multipliers



Google Ads

- \$5,000 Invested
 - Generates 10 Calls
 - 3 Closed Sales
- x \$3,000 = **\$9,000**

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1. Design Audit (+2)
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3. Neighborhood Advisor (+1)



Marketing Multipliers



Google ads

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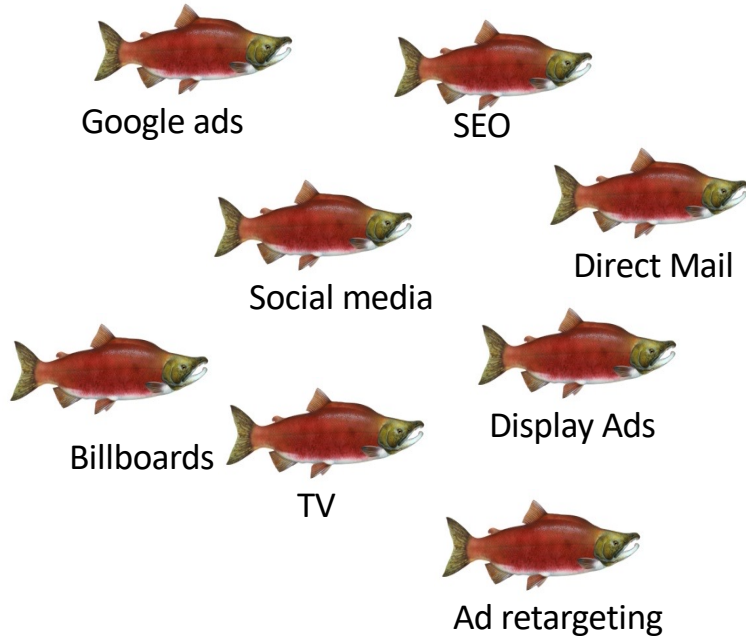
~~x \$3,000 = \$9,000~~

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2. Referral Accelerator (+2)
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**7-8 Closed Sales
= \$21,000-\$24,000!!**

Marketing Multipliers



1. Design Audit (+2)
2. Referral Accelerator (+2)
3. Neighborhood Advisor (+1)



**Core 3 Strategies Multiply Your ROI
From All Other Advertising Sources**



The Unspoken Question On
Every Prospect's Mind...

“Why should I hire
you instead of your
competitor?”

The Core 3 System Answers The Unspoken Question Over And Over Again

- Creates differentiation
- It uses social proof (testimonials)
- It positions you as a Trusted Advisor
- It makes you the obvious choice




What Are The Benefits Of Working With Referred Clients?

- Borrowed trust
- No marketing costs
- Higher ticket
- Higher margin
- More closed sales
- More pleasant selling experience



Want To Get Higher Prices? Get More Repeat & Referred Clients

Repeat clients: already know you, like you,
trust you



Referred clients: Borrowed trust



THEREFORE...

More repeats & referrals = HIGHER PRICES



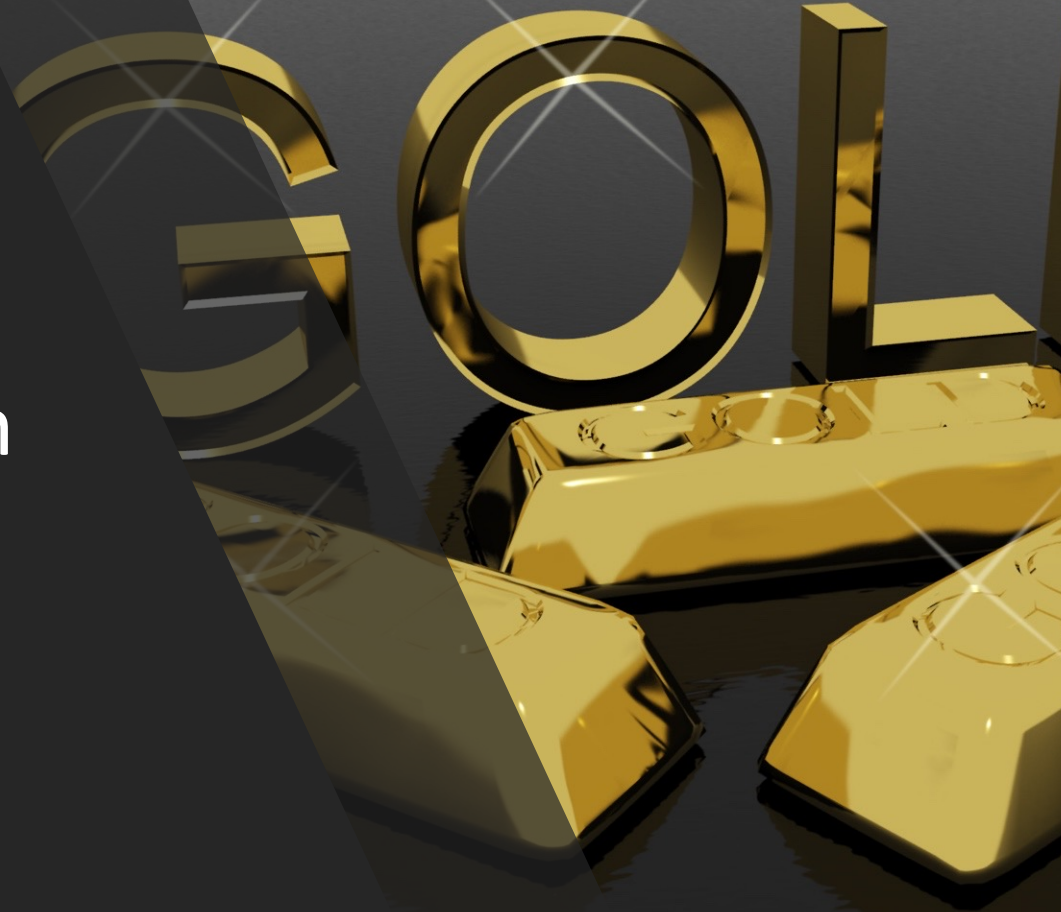
The Core 3
Increases Your
Repeat & Referral
Business

The logo for CORE 3 is a downward-pointing triangle with a white top section containing the word "CORE" in blue, and a bottom section with a yellow-to-orange gradient containing the number "3" in blue. The entire logo is set against a dark grey background.

CORE
3

The Core 3 Mines
The Hidden Gold In
Your Business!

- More Clients
- Higher prices



3 Tiers Of Marketing

Tier 1 (Core 3)—Warm

- Neighborhood Advisor
 - Marketing to your customer list
- Design Audit
 - Diagnostic selling system
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 - Referral partnerships

**Most Dealers
Ignore Tier 1**

Tier 2—Cold

- SEO
- Google ads
- Social media
- Video ads
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- Ad retargeting
- Print ads
- Direct mail
(to purchased list)

Tier 3—Cold

- Radio
- TV
- Billboards

What You've Learned...

- Purpose of your business
- Hunting vs Ranching
- 2 types of herds
 - Clients
 - Referral partners
- 3 Tiers of Marketing



What You've Learned...

- Marketing Multiplier
- The Unspoken Question
- Benefits of repeat & referred clients
- Core 3 mines the hidden gold in your business

