

2019 – Start the Year Strong – Sell with Confidence!

Kick off the 2019 Flooring Sales Year with confidence, Home Depot has Product Authority and Service Authority!

Here are the key things to know for the year ahead....

Customer Awareness

- **Customers are interested! 50% of all the people who buy carpet come to the Home Depot!**
- **Carpet Showroom Simplification**
 - ✓ Brand strategy simplified to align warranty with Brand
 - ✓ Good = TrafficMaster, Better = HDC, Best = LifeProof

Measure Experience

- **HDMS Advantage...** best in class measure and quoting process is fast, efficient and accurate!!
- 85% of **measure appts** are available **next day**
- 63% of measures are **quoted same day**

Install Capacity

- **Installers have never been better!**
- **Installs** complete within **2 weeks** of order placement!
- Majority of installers have **next day installation capacity options**

Product Authority

- **8x8 Carpet Samples 3 FREE with Measure with New Packaging**
- **We have what customers are looking for!** Over 5,000 styles available, including every weight

HD.COM

- New Flooring Installation landing pages – focused on how customers want to shop
- Customers driving online Measure Growth for store sales!

Coming Soon

- **Updated #TakeYourShare23 Campaign!**
- **Carpet Big 3!**
- **NEW Carpet Buying Guide**
- **30+ NEW Carpet Styles!**

Home Depot Advantage: Flooring



8x8 Carpet Sample Best Practice

Samples As a Selling Tool

- An example 8x8 Sample Box has been sent to every store to use as a **selling tool** at the carpet showroom desk
- This is a great tool to show customers what the 8x8 samples look like and what they should receive
- Consumer Insights tells us that Samples are important to customers... *and did you know they don't mind waiting for them to be shipped?!*
- Samples are an important part of the P.E.N. Qualification Best Practice
 - ✓ *Qualify the customer into product*
 - ✓ *Select a secondary carpet option*
 - ✓ *Select FREE samples for primary and secondary carpet options*
- Customers who need more than the 3 free samples can get 3 more samples for free. These can be ordered via the Express Service Tool
- Sample Order Backorder and Shipping information updated daily with shipping and new order information on Specialty page (navigation: myApron > myDepartments > Specialty and Services > References – D23 8x8 Sample Order Tracking)



Display Sample Box at Carpet Showroom Desk



Carpet Measures with Samples Convert at a Higher Rate!!



Flooring Best Practice – Qualifying Customers using P.E.N.

- **Best Practice – Qualifying and Selling:** Customers that are correctly qualified convert a MUCH higher rate! P.E.N. is an easy to remember process to make sure we capture the customer!
- **P: Choose a PRODUCT**
 - ✓ Help the customer choose the final product that they want
 - ✓ Select a second product option:
 - *Identifying 2 different price point carpets, gives the customer options for their budget considerations and no additional store visits needed!*
 - ✓ Make sure to select FREE 8x8 samples of both product options during the measure
- **E: Create a QUALITY ESTIMATE**
 - ✓ Choose the **right product**, and the **right number of rooms**
 - ✓ Use the **“help me choose” room size wizard** if the customer is unsure of their room size dimensions
- **N: Tell the customer about the NEXT STEPS**
 - ✓ HDMS measure tech will contact them between 7 and 9AM on the day of the measure to select the measure appointment time
 - ✓ HDMS will contact the customer within 24-48 hours of the measure with their quote and that is when they pay for their carpet installation
 - ✓ The installer will contact the customer within 72 hours of the purchase to selection their installation appointment time

