

WALL-2-WALL NEWS

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Top 10 Carpet Installs for Jan 10

RANK	STORE #	SQY TOTAL
1	6204	4153
2	4122	3473
3	2550	3433
4	4140	3250
5	915	3199
6	4127	3062
7	4108	2887
8	1249	2825
9	4120	2663
10	1206	2651



Great job!

Who will be in the Top 10 SQ YD report next month?

Thank you for all the hard work.

HOW TO SELL

Step 1:

Ask the customer questions related to her needs. This is usually called "qualifying the customer." No two customers have the same need set, though hardwood floors are a good flooring option for many different need sets. Some good questions to ask are if the customer has children, pets, and what the area is used for. This will give you a better idea of what your customer is looking for.

Step 2:

Show the customer samples of the best flooring you have to offer them, and follow the best with lower-grade options. Always start with the best and follow that with the rest. Tell the customer why the best flooring qualifies as such. These benefits will vary by hardwood flooring brand, whether they are pre-finished or not, the width and length of each individual plank, and other options. With such a large selection of floors it will be hard not to find something your customer will love! Remind them that this product will be long lasting and bring value to their home. Over 90% percent of realtors say their clients prefer homes with hardwood already installed.

Step 3:

Ask the customer to commit to a purchase. If the customer is simply browsing, he may not be ready to commit to a purchase. But if you are the sales person that gives the best information and actually asks for a purchase, a customer will likely return to you when ready to commit.

Where should your customer spend their money?

The 97.00 Carpet Promotion allows you to upgrade your customer but where do they get the best long term value?

The most important choice you'll make when installing new carpet? What you put underneath it. That's because carpet cushion affects the look, feel and durability of your floor. And no other product will make it last longer, look better or feel more comfortable than Healthier Choice—quite simply the best carpet cushion in the world.

Comments or ideas please email acsnews@acsouth.com
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Top 10 HS Installs for Jan 10

RANK	STORE #
1	6177
2	4105
3	2583
4	6158
5	0925
6	2551
7	6891
8	2557
9	2602
10	3485

HOW CARPET CONTRIBUTES INSIDE AND OUTSIDE

Clearing the air:

Asthma and allergies: Although we might not normally associate carpet with improved indoor air quality, it does have a very positive effect. Gravity causes common household particles, such as dust, pollen and pet and insect dander, to fall to the floor. Carpet fibers trap the particles, reducing their continued circulation in the air. Proper cleaning with CRI-approved vacuums effectively removes dust and allergens from the carpet, locks them in the machine and helps keep them out of the air we breathe.

Mold and VOC misperceptions:

Other misperceptions about carpet involve mold and the emission of volatile organic compounds, or VOCs. In fact, it is very hard to grow mold on carpet. Mold grows in any moist environment where dirt and dust provide nutrients. When carpet is kept clean and dry, mold simply cannot grow on synthetic fibers. Carpet is also wrongly linked to high VOC levels. Scientific studies show that new carpet is one of the lowest emitters of VOCs into the indoor environment, and that these emissions dissipate very quickly. The low-level VOC emissions and the harmless odor from new carpet disappear within the first 48 to 72 hours after installation and even sooner with open windows or doors.

Reducing the environmental footprint:

The carpet industry is minimizing carpet's impact on the environment through the new "3 Rs" which stand for reduce, reuse and recycle. When carpet reaches the end of its long life, it is reused to make new carpet or is recycled into a variety of products, ranging from roofing shingles and railroad ties to automotive parts.