

# WALL-2-WALL NEWS

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Editor: Desiree Debiak

## Top 10 Carpet Installs for 01/12

RANK	STORE #
1	2550
2	906
3	4601
4	4127
5	4140
6	915
7	919
8	2563
9	6209
10	965



Great job!

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

**Thank you for all the hard work.**

## Qualifying Your Customer

Not every flooring product is right for every customer. Even if two customers pick the same product, they may do so for very different reasons. One customer may choose ceramic tile for ease of clean up while another may choose it strictly based on appearance. One customer may choose carpet because of how it feels on their bare feet while another purchases it strictly based on price.

Because there are so many reasons to choose, it is important to familiarize yourself with the features and benefits of each product line so that you can inform your customers to which product best fits their needs. Features are the product's defining characteristics (ex. Price, ease of cleaning, warranty, appearance, strength, etc.). Benefits are extensions of the features and help the customer relate to the product and make an emotional connection to it (ex. "It feels warm under your feet." "You'll have more free time because you'll be spending less time cleaning your floor."). Remember to ask open ended questions, not yes-no questions, in order to get to the heart of what your customer is looking for. Help guide the customer to the product that fits their needs the best. YOU are the professional that the customer is coming to for guidance. By knowing the features and benefits of the types of flooring available, you can make the customer feel confident they came to the right place.

## Free Measure Until 3/1!!

Make sure that sales associates are aware and using the free measurements offered for your store until March 1<sup>st</sup>! This is a unique opportunity for your customers to be measured and quoted without any obligation! To the right are some great signs created by associates for their stores that highlight this promotion. Be creative and come up with your own way to let your customers now about this exciting promo!

## Flooring Trends & Key Points

Once again, hard surfaces - hardwood floors, ceramic tiles and laminate - are dominating the residential flooring options, and in contrast, the carpeting trends continue to move toward softer, textured and more luxurious looks.

With that in mind it's important that the customer is aware of the options they have available and it is important that when qualifying the customer that you point out scenario's that could occur on the customer's job. "UNFORSEEN" can and will take place on a hard surface install more often than a soft surface carpet install.

Here's what you can review with a customer:

Carpet is the most forgiving of all products and can be installed in areas most of the time.

Hard Surface must be installed according to each manufacturer's specifications and requires the sub-floor to meet proper specifications.

Review with your customer what could arise if their floor does not meet specs. Home Depot does provide in the installation programs one (1) twenty-five pound bag of leveler on a job for minor patching. .

To give some perspective a 50 pound bag of leveler covers 50 square feet (5.55 SY) at 1/8 inch thickness.

Educate your customers on possible unexpected charges that could happen on a hard surface install especially, if the home is older. This should be part of their "planning" budget and not be a surprise.

Measure Comp will call out on the measure what they view but cannot give exact information until the old "carpet" in most instances is removed.

Don't just sell a job. Qualify your customer in order for them to enjoy the products selected to increase the value of their home.

