

WALL-2-WALL NEWS

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Top 10 Carpet Installs for 1/14

RANK	STORE #
1	4140
2	4127
3	4123
4	4117
5	4131
6	4501
7	2550
8	4115
9	4110
10	2560



Great job!

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

Thank you for all the hard work.

Common Stair Terms

Riser- The riser is the vertical part of the stair that rises up from the tread to meet the stair above.

Nosing- The nosing is the lip of the tread that extends past the riser below. The top of the staircase also has a nosing, where the floor above meets the staircase.

Box Stair- A box stair is the most basic stair type. It is a rectangular shape, and is closed in on both sides. It does not have any posts going through the stair.

Cap Stair or Wrap Stair- A cap stair is rectangular in shape. It is closed on one side, but is open on the other, where the carpet must wrap around the outer edge of the stair. Typically, there are two posts going through a cap stair, on the open edge (the posts which secure the railing).

Double Cap Stair- As the name suggests, a double cap stair is similar to a cap stair, however the stair is open on both sides. It typically has two posts on each side, for a total of four posts per stair.

Winder or Pie Stair- This type of stair is used when the staircase makes a turn. It is wider on one side and narrower on the other, to form a triangular shape (similar to a piece of pie). Winders can be used to form the entire staircase for a curved set of stairs, or can be grouped in three to make a 90 degree turn (in which case the middle winder is actually a kite-shaped quadrilateral instead of a pie-shaped stair).

Open Stair or Backless Stair- An open stair has no riser, so the back of the stair is open to the floor below. This type of stair is sometimes referred to as a Hollywood stair.

Bullnose- A bullnose is typically found at the very bottom of a staircase, on the lowest stair. This type of stair has a rounded edge that extends past the outer edge of the rest of the stairs.

Birdcage- The term birdcage refers to a group of posts on one stair, commonly found on the rounded edge of a bullnose stair in lieu of a large newel post.

Stringer- The stringer is the support for the staircase. On an open staircase, the stringers are notched so that the risers rest on top of them, allowing the riser to be open on the edge (creating a cap stair). On a closed staircase, the treads are secured into the stringer, and the stringer is visible along the wall. It may be painted or carpeted, or in the case of hardwood stairs, stained.

Always Be Closing

How can you tell when customers are ready to buy? When they come into your store or when you are talking to them, they will, by themselves, reach a point of closure which you need to spot.

When your customers are ready to buy, they will tell you. Sometimes they will immediately place the order, but mostly, they will tell you by subtle signals in their verbal and body language, along with specific things they say and do.

VERBAL SIGNALS

Here are some of the things people may say when they are ready to close:

- *Saying yes or making significant positive noises:* When they are feeling positive about the product, they will also be more generally positive.
- *Saying things like 'right' and other decision indicators:* The decision to buy will leak into their language in all kinds of ways.
- *Talking about money:* Customers are seeking the best price. They desire value and quality.
- *Asking usage questions:* They imagine themselves using it
- *Asking about timelines:* They want it as soon as possible so they are interested in delivery, installation, etc.

BODY LANGUAGE SIGNALS

Here are some of the body language signals that customers may display when they are ready to close:

- *Showing positivity:* Smiling, nodding and other signs of feeling interested.
- *Moving forward:* Including leaning in or even touching you as they seek to connect with you in a more personal way.
- *Hurrying:* Talking faster to get to ownership sooner.
- *Gazing at or touching the product:* They are imagining owning the product

ACTION SIGNALS

Here are some of the things that customers may do when they are ready to close the sale:

- *Reading literature detail:* Repeated examination of information and pictures.
- *Taking measurements:* Checking if it will fit.
- *Touching the product:* Practicing owning it and imagining it in their daily life.
- *Bringing others to view it:* Seeking confirmation and validation in their choices.

When the customer gives you any of these signals, take "yes" for the answer! Ask for the measure!