

# WALL-2-WALL NEWS

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## Top 10 Carpet Installs for 07/12

RANK	STORE #
1	6204
2	906
3	4135
4	4140
5	943
6	2560
7	4122
8	2509
9	4123
10	4617



Great job!

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

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

## FHA/HUD Guidelines for Carpet

For many years the carpet industry has relied on quoted standards outlined by the Housing and Urban Development/Federal Housing Authority agencies. These standards, which are defined in the HUD Building Products Standards and Certification Program for carpet, have served as a quality control guideline and performance criteria requirements for new carpet production.

Types and Classes of carpet are used to define (1) the Type of end use (**Single & Multi Family Housing, Elderly & Care Facilities**) and, (2) the **Class**, which is used to determine the expected traffic loads a carpet will be subjected to (**Moderate and Heavy**) in the installation Type.

**Type I**—Single Family and Multiple-Family Dwellings  
 Class 1. Moderate traffic  
 Class 2. Heavy Use

**Type II**—Housing for Elderly and Care-Type Housing  
 Class 1. Moderate traffic  
 Class 2. Heavy traffic. Corridors and exits outside living units are restricted to single level pile.

Although the HUD Building Product Standards and Certification Program for Carpet, UM44d makes no reference to carpet flammability requirements, this information can be found in the Federal Register. However, the best source for this information is the state and local Fire Marshall. These are the sources we recommend dealers contact prior to selecting a carpet for a particular end use whenever carpet flammability requirements have not been previously specified by the builder, architect, or facility manager.

Comments or ideas please email [acsnews@acsouth.com](mailto:acsnews@acsouth.com)

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## Important Selling Skills To Have

It's almost that time of year. The promo's are hitting the stores for the fall selling season. Is your showroom ready? What can the sales associate do to get ready for the most critical time of the fiscal year for flooring sales?

- Review install programs for any changes.
- Update the Hard Surface installation Guide to make sure it has all pages and the new updates are added. (Dr- core and Backsplash sections)
- Is the Backsplash program book at the desk in good order?
- Do you have a stock of THD Carpet Buying guides to educate the customer?
- Have you roll played Good, Better, Best?
- Have you brushed up on Selling Skills Techniques?

Here are a few things to reflect:

This can help re-boot your techniques to refresh your Selling Skills, to influence customers to buy from Home Depot and increase sales.

- When you greet your potential customer. What is your approach? How do you managing the initial relationship?
- Are you using the Carpet Buying Guide to walk through aspects to qualify your customer?
  - When do you need the carpet?
  - Where is the carpet going to be installed?
  - Do you have Children or Pets?
  - What do you like or dislike about the old carpet?
- Asking Questions is important but **listening to the customer** is just as important.
- Do you have your sales presentation skills organized to handle questions or objections the customer might have?
- If you do not know the answer what are your resources to get the answers? How quickly can you get this information to the customer?
- Build a strong relationship with the customer in order to gain commitment to buy.

**Make sure the customer knows they should shop Home Depot for the Best product and pricing.**