

WALL-2-WALL NEWS

Visit our helpful website: <http://store.acsouth.com>

We have added more helpful information to this web page for you, check it out today!

Comments or ideas please email acsnews@acsouth.com

Editor: Desiree Debiak

Top 10 Carpet Installs for 09/12

RANK	STORE #
1	3480
2	4140
3	906
4	4123
5	4108
6	915
7	6204
8	4118
9	6209
10	4127



Great job!

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

Thank you for all the hard work.

Important Basic Selling Skills

It's almost that time of year. The promo's are rolling into the store. The show room is ready. What can the sales associate do to get ready for the most critical time of the fiscal year for flooring sales?

- Review programs for any changes.
- Update the Hard Surface installation Guide to make sure it has all pages and the new updates are added. (DriCore and Backsplash sections)
- Is the Backsplash program book at the desk in good order?
- **Do you have a quantity of 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 the Market Share.

- When you greet your potential customer. What is your approach? How do you manage the initial relationship?
- Are you using the Carpet Buying Guide to walk through all 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 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 and how quickly can you get this information to the customer?
- Build a strong relationship with the customer in order to gain commitment.

\$37 Whole House Carpet Install

Take advantage of this terrific promotion going on right now in your store! Carpet customers can get basic installation for their whole home for \$37. Remember that the promo doesn't apply to wool, glue down carpets or carpet tiles. Make sure you check the whole promotion sheet on My Apron for all the details.



Look Out For Pad Changes !!

Currently there have been some changes to the padding selections available. Healthy Choice has been discontinued and rubber has been revised. Be on the lookout for the new display to be set by MET in October, if it hasn't already. Below is what your new display will look like.

