

WALL-2-WALL NEWS

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Editor: Desiree Debiak

Top 10 Carpet Installs for 11/13

RANK	STORE #
1	4131
2	6204
3	4140
4	947
5	4122
6	4501
7	4110
8	906
9	930
10	4129



Great job!

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

Thank you for all the hard work.

Setting Customer Expectations

We all understand our roles in the sales and installation process. But what is the customer's responsibility? What do they need to know and understand about an install? The following are several things associates at the store can let the customer know so that there are no surprises the day of the install.

- Some touch up of paint on baseboards or walls can be expected, especially on freshly painted areas. Paint takes 30 days to fully cure. If the customer paints right before the install, they can expect to have to redo spots.
- The installers may have to cut carpet on the jobsite and if there is no area big enough in the home, the installers may have to cut it outside. The installers will have tarps on their trucks in order to protect the carpet outside
- Customers are to have someone onsite *during the entire install* that is authorized to make decisions and sign off on the job when completed.
- Installers will move furniture. However, personal items, toys, clothing etc should all be moved by the customer. Antique furniture, large oversize pieces, beds that need tools to disassemble, dressers with large mirrors attached, etc. should be taken care of prior to our arrival. Curio or china cabinets should have everything removed. Electronics should be disconnected and moved as well.
- Customers should review the plans and seam locations determined by HDMS prior to the install. If the customer is unhappy with seam locations, that should be corrected before the day of the install!
- Customers need to understand that some hard surface material has an acclimation period and the material needs to acclimate in the room it is being installed in.
- Remember – an educated customer is a happy customer!

Cold Weather Installations

As the weather turns colder, it is important to remind customers of certain things to be ready for in preparation for installs:

1. Make sure temperature levels in the home are set to manufacturer's requirements for 3 days prior to install.
2. Most hard surface materials require adequate acclimation IN THE ROOM THEY ARE BEING INSTALLED IN. Storing material in a cold garage or basement is a certain way to cause an issue later.
3. Walkways need to be shoveled and clear of snow and ice in order to prevent slip and fall accidents.
4. Some snow / ice / salt may be tracked into customer's homes during the install. The installers will do their best to minimize any mess.
5. Bad weather may result in unforeseen traffic delays or road conditions. We will update customers as our installers make us aware of these situations.

As always, preparation and forethought go a long way towards a smooth install and pleasing customer experience!

Great Selling Opportunity

GREAT PRODUCT AT A GREAT PRICE..



Traffic Master Handscraped Saratoga Hickory 7 mm Thick x 7-2/3 in. Wide x 50-5/8 in. Length Laminate Flooring (24.17 sq. ft. / case)

Model # 34089
 Internet # 204135461
 Store SKU # 100007504
 case (covers 24.17 sq. ft)