

In-Stock/Roll Bar Carpet

Utilize the following Install SKUs for all installations for In-Stock/Roll Bar Carpet

In-Stock/Roll Bar Install Specs/SKUs

- SKU 1002-666-012 S/O In-stock Carpet National Install
📄 Use for most installations
- SKU 1001-863-057 In-stock Carpet National Install
📄 Use for very rare situations where carpet is cut and picked up from store
- In-stock carpet installation program is \$0.49 SF/ \$4.41 SY



Action Required:

- ☐ Print signage from myProjects and place in the Roll Bar Area and in Special Order Showroom

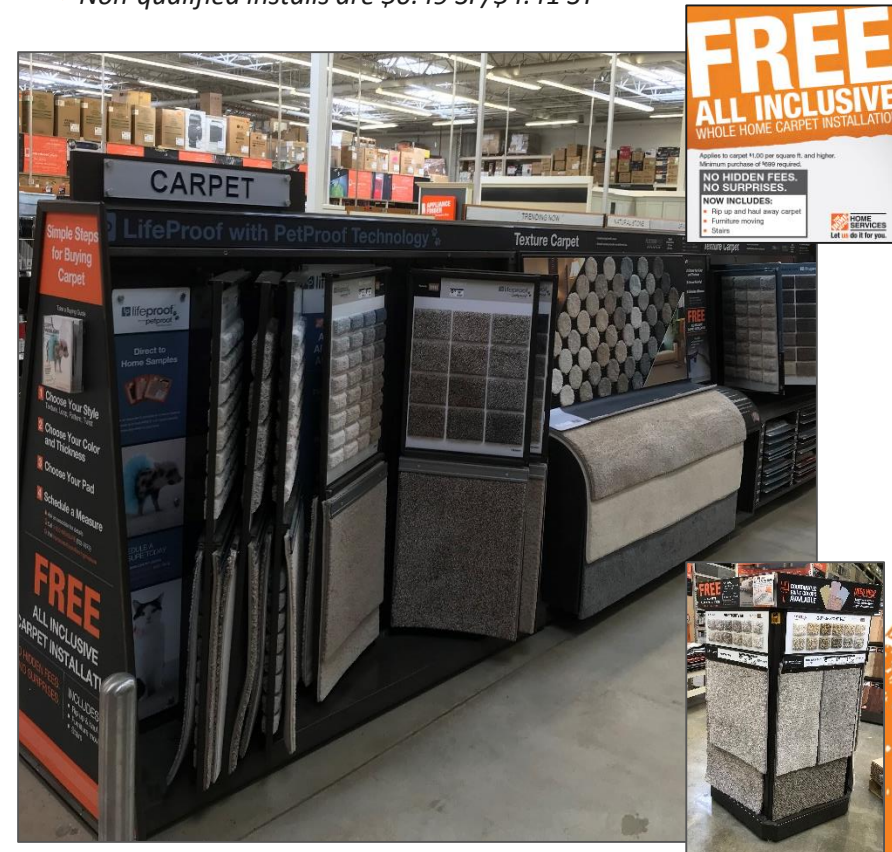
*new POP and signage coming in Q3

Special Order Carpet Showroom

Utilize the following Install SKUs for all installations for Special Order Showroom Carpet

Carpet Showroom Install Specs/SKUs

- SKU 1001-862-925 National Install
- SKU 1001-862-809 National Rapid 7/10 Day Install
- SKU 1001-869-024 National 72-Hour/5 Day Install
- All Inclusive Free installation offering requires:
 - ✓ \$1 per sq ft carpet
 - ✓ Minimum \$699 total project (carpet + pad + install)
 - ✓ Non-qualified installs are \$0.49 SF/\$4.41 SY



What is In-Stock Carpet?

The In-Stock Carpet Collection is defined as all carpet that is stocked on the Roll Bar Fixture pins or S/O carpet styles shown in the channel card display in this area.

Examples



In-Stock/Roll Bar Carpet Installation Overview – FAQs

Q: What product is considered to be In-Stock/Roll Bar?

A: *The In-Stock Carpet Collection is defined as all carpet that is stocked on the Roll Bar Fixture pins or S/O carpet styles shown in the channel card display in this area.*

Q: When should we begin using these new Install SKUs?

A: *The In-Stock Carpet SKUs should be used now for all In-Stock Carpet installation, the new pricing will be live as of Thursday August 2, 2018*

Q: What will the pricing be?

A: *The quote will be built with the \$0.49 SF/ \$4.41/SY basic labor option, however, the carpet rip and haul, standard furniture move, and step labor are included in the basic labor option.*

Q: What will happen to customers that already have a Measure or a Quote?

A: *HDMS will honor all current install quotes for In-Stock Carpet and will build install quotes with pricing based on when the Measure was sold through August 19th. (example: Measures sold 7/30 for In-Stock Carpet styles will be built by HDMS with the install pricing active on 7/30; Measures sold 8/3 for In-Stock Carpet styles will adhere to the new install pricing policy)*

Q: The Service Provider is saying that the PO is not paying them correctly.

A: *Ensure that the Furniture Moving and Remove and Haul Away Basic Labor Options have the quantities entered correctly.*

Q: In what instance would I use the CARPET IN-STOCK SIMPLIFIED-NAT SKU (SKU 1001-863-057)?

A: *This would be **very rare** except in rural areas. You would only use this SKU in situations where the carpet is cut and picked up from the store.*

Q: What if I choose the wrong Measure SKU for In-Stock Carpet?

A: *HDMS will ensure that the right install SKU is sold with In-Stock Carpet regardless of the Measure SKU that was used.*

Q: Can I use this SKU (1002-666-012 - CARPET SO INSTOCK SIMPLIFIED-NAT) with Truly Free?

A: *No. If quoted, the option will be transitioned to the in-stock installation SKU.*

Q: Can I just order a S/O version of the rollbar that's in-store, to so that it can get 'Truly Free'?

A: *No. All carpet in the In-Stock Collection, whether it's sold from stock or special ordered, are excluded from Truly Free.*

Q: Do I need to use the Measure Deposit Promo Bar Code with these install orders?

A: *No. The bar code is only necessary on All Inclusive Install orders.*

Role Play Scenarios

Role Playing with your Associates will help prepare them for customer conversations in-aisle

Example:

- Customer :** Hi, I'm interested in this Clairview carpet, I heard on the radio that you have free installation, can I get an idea of the price?
(customer in front of In-Stock display)
- Associate:** *This is a GREAT carpet choice! The Clairview and all of the product on the display is part of the In-Stock Collection and is \$0.49 a sf to install and is still a great deal!*
- Customer :** Oh, I was interested in the Free install.....
- Associate:** *Well, the Special Order Showroom carpets are available for All Inclusive Install, why don't we go look at the carpets there and let's look at those options and compare and see what works for you. There's a couple of things we should consider so that we choose the right option for you.. What is your budget, WHEN do you need it? Do you have children or pets?*

➞ Associate will continue to guide customer on options through selection

Additional Scenarios:

- ☐ Customer has a flood and wants carpet right away, not sure if they need install from THD
- ☐ PRO customer needs 30SY for an apartment flooring replacement
- ☐ Flipper has been using In-Stock carpet for an apartment complex and wants to do 2 more units and wants his previous pricing. Practice the conversation qualifying the customer into the \$0.49 SF pricing and overcoming objections. (Additional objection practice for this scenario: Customer: it's an empty space, do I still have to pay \$0.49 SF for installation?)
- ☐ Customer wants to see similar offerings in the Special Order Showroom and In-Stock Carpet Collection. Practice comparing carpets and showcasing the value and benefits of each option