

# SM/SASM Speaking Points: Truly Free Value Proposition

**HOME DEPOT  
ADVANTAGE**

## Truly Free Value Proposition :

**Did you know that in 2017 Home Depot grew the carpet business by \$200 MILLION! This is unprecedented growth!**

Truly Free (or All Inclusive Installation) is the most comprehensive bundled install offer available. Others try to compete and can't, because Home Depot has the best brands and delivers the best value!

**Who's our competitor?** Mom and Pops! Don't get distracted by the other big boxes, the Mom and Pops are where we need to take market share, and they can't compete with what the Home Depot provides.

Mom and Pops don't have the buying power of Home Depot, they are often locked into contracts with one carpet mill! Home Depot works across all of the carpet industry to negotiate the best product offerings and prices!

Mom and Pops steer the customer into the product they have, instead of what the customer wants! Home Depot has a huge range of products for every customer desire... value, design, fashion, child and pet friendly! The customer has choices!

Mom and Pops don't have the same price for every person...they change the prices based on what they get the customer to pay! Home Depot is transparent and offers the same price to every customer!

**Who is in your home?!** Mom and Pops don't have the licensed, bonded and backgrounded installers that the Home Depot has! That is peace of mind!

**Lifetime installation warranty!** Mom and Pops don't offer a lifetime installation warranty! Home Depot can't be beat!!

**Think about how we used to sell carpet:** it was so difficult to walk the customer through all the different parts of the installation and the various charges: rip up and haul away, furniture was by the room and stairs had a per stair price and it was different for every kind stair treatment.

**Truly Free 2.0 ... give you a simple, easy to explain install conversation with customers with the best product, the best value and the best install programs!**

## Role Play Scenarios:

- ❑ **Practice:** Customer is interested in Carpet Installation, they recently had a quote from a local Mom & Pop and would like to understand what Home Depot has to offer and how it compares
- ❑ **Practice:** A Specialist is a peer coach for a new flooring associate and is explaining the current Truly Free Installation program, customer qualification, as well as history to give a background and full understanding of Truly Free value proposition

# BEST PRODUCT! BEST VALUE! BEST INSTALL PROGRAMS!

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



# SM/SASM Speaking Points: Truly Free 2.0 and Install Preparedness

## Truly Free 2.0 and Installation Preparedness:



Truly Free 2.0 has taken carpet install simplification a step further! Home Depot moves all Basic Furniture for FREE... but the furniture has to be ready to move, this means that the install space must be ready when the installer arrives. ***This change was made based on feedback from associates like you!***

**What is Basic Furniture?** A good guideline for Basic furniture is any item of furniture that is purchased from a furniture store and can be easily moved by 2 people.

**What is a “ready” installation space:** floor is clear, beds are stripped and disassembled, surfaces are cleared, closet floors are cleaned out, entertainment centers and bookcases are empty and disassembled. Every furniture item should be able to be picked up and moved directly out of the space.

**Disassembly/Reassembly:** if the customer chooses, they can pay a \$75 fee per furniture item to have the installer disassemble. This is for the customer’s convenience only. Furniture will remain FREE if the customer has all of their furniture prepared and disassembled for move.

**What do you need to do?** Qualify EVERY customer using the NEW Before Your Installation Guide to ensure they understand what is and is not included in Truly Free installation and what their responsibilities are.

## Role Play Scenarios:



- ☐ **Demonstrate:** Associate should demonstrate that they can navigate to the Furniture Moving Guide (Installation Preparedness Guide) and Best Practice Guidelines on myApron
- ☐ **Demonstrate:** Associate can effectively explain Basic Furniture, Disassembly/Reassembly fees, and the furniture items that Home Depot does not move
- ☐ **Review:**
- ☐ **Practice:** Associate utilizes the Installation Preparedness Guide to qualify the customer and set expectations regarding the customer’s responsibilities to create a clean installation space: all surfaces clear, beds and furniture disassembled and all non-Basic furniture is removed from the installation space

## WE MOVE FURNITURE FOR FREE!

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



# Furniture Customer Install Preparedness Reference Guide

TRULY FREE  
2.0



## What is Furniture Moving?

### Preparing Your Home

When it comes to getting furniture out of the way before your installation, we've got you covered! The Home Depot will gladly move most basic furniture items. Fees may apply for the disassembly/reassembly of beds and other furniture items (see details below).



#### Basic Furniture

Basic or standard furniture includes most common items such as disassembled beds, dressers, end tables, dining tables, and couches. All electronics including freestanding televisions and A/V equipment should be disconnected. Though included in basic furniture, it is recommended that these items be moved prior to installation to ensure the safety of your item.



#### Beds

Beds should be disassembled, so that the installer can move them. However if you are unable to do so, our team can disassemble and reassemble most beds for an additional fee (this includes four poster beds, iron/brass frames, bunk beds, captains beds and daybeds). We cannot move or disassemble/reassemble beds such as hospital, sleep number and other electric beds.



#### Disassembly/Reassembly

Similar to beds, wall units, entertainment centers and dressers with detachable mirrors should be cleared, disassembled and staged for moving prior to installation day. If you are unable to disassemble, our team can disassemble and reassemble most items for an additional fee (excludes glass china cabinets).

#### Furniture Exceptions

Extremely large, heavy or fragile items are not included in our installation programs. This includes pool tables, pianos, safes, aquariums, glass china cabinets and electric beds. Please be sure these items are moved before your installation date.

If you are unsure about whether an item is covered, talk to your installation team for more information.

#### Installation Checklist

- ☐ Clear all surfaces and floor spaces
- ☐ Remove hanging mirrors and artwork\*
- ☐ Detach and store all wiring from TVs, computers and other electronics.
- ☐ Remove bedding, linens and disassemble beds
- ☐ Clear and disassemble wall units, bookcases and entertainment centers so that they can be easily moved
- ☐ Clear closet floors and remove low hanging clothes
- ☐ Move any large, heavy or fragile items not included in the basic furniture moving service

\* Excluding wall mounted TVs

Call us at 1-800-248-8982

## Best Practices: Setting Customer Expectations

- Review the **New Customer Install Preparedness Reference Guide** with the customer to correctly set expectations regarding day of installation and their responsibilities.

## Key Points:

- Home Depot moves all basic furniture for free
  - ✓ Furniture should be disassembled, electronics unplugged, disconnected and ready for move
  - ✓ All surfaces, bookcases/wall units, closets and floor spaces must be cleared
- For their convenience, customers may choose to have Home Depot disassemble/reassemble some items for an additional fee of \$75 this includes:
  - ✓ Complex Beds, Complex Plus Beds, Entertainment Centers, Bookcases and Wall Units
  - ✓ Exercise equipment guidelines remain unchanged at \$25
- Recommend that the customer move any fragile or precious items including electronics to ensure that safety and function of the items
- There is some furniture that Home Depot cannot move, these items include pool tables, safes, aquariums, glass china cabinets, grandfather clocks, waterbeds, electric beds (e.g. sleep number, hospital beds), pet tree houses and large multi-function exercise equipment and must be removed from the installation space prior to installation

## What is Basic Furniture Moving?

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