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Entrepreneurial News

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Where Alliance Flooring Members Turn for Information

 **CLICK** for up-to-the-minute news! members.carpetsplus.com

INSPIRED DESIGN SALE

Fall Fashion Debut

August 15th – September 30th, 2016



CarpetsPlus Inspired Design Fall Sale: August 15 - September 30 , 2016				
Style Name	Style #	Promo Price Zone 1 Pallet	Promo Price Zone 1 Carton	Everyday Zone 1 Carton
Resilient Full Spread - COLORTILE Luxury Vinyl Flooring Display				
Palo Duro Canyon 6	CV110	\$0.88	\$0.98	\$1.08
Resilient Locking - COLORTILE Luxury Vinyl Flooring Display				
Blue Ridge Plank	CV116	\$1.49	\$1.59	\$1.69
Resilient EVP - Design Values LVT products				
Timber Springs	CV144	\$1.80	\$1.90	\$2.34
Resilient EVP - EVP Display & 2016 EVP Display Extension				
Imperia	CV139	\$1.99	\$2.19	\$2.39
Moderna	CV140	\$2.39	\$2.49	\$2.79
Superia	CV150	\$2.39	\$2.49	\$2.89

Inspired Design Fall Fashion Debut also includes product specials from these suppliers:



See Promotions Tab on Member Backroom for Details

Registration
Deadline:



The "Shop for the Cause" promotion aims to promote and assist Breast Cancer Awareness.

All donations earned during the promotion will go directly to the local charity of your choice that supports women with breast cancer or finding a cure.

Your goal for this event is to sell as many promotional products as possible! Suppliers will give you money back based on your promotional sales, and then you give that money to your charity! The overall donated amount will not be deducted or taken from your store's sales! The more you sell, the more you give back!

Choose a local organization or charity which aids in the treatment, diagnosis, early detection, or cure of breast cancer. Click the button below to register your store for "Shop for the Cause" and be sure to have your organization's information on hand.


For this promotion, only registered stores will receive a POP Kit, at no added cost, including a customized banner with your chosen organization's logo. You will need to work with your organization to ensure you are legally able to use their logo on your promotional banner. Promotional lanyards will also be included in this POP Kit for your floor sales team to wear and to help remind daily customers of your event.

If you have any questions, please call member services.

SHOP FOR THE CAUSE
 October 1st – 31st 2016

CLICK HERE TO REGISTER

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Credit Specials EXTENDED through July 31st



12 Month Credit Offer

Zero Interest for 12 months

Member Special Cost: 2.49% (Regular Cost: 3.24%)

No Interest if paid in full within 12 monthly pmts.

Plan: 2813

24 Month Credit Offer

0% APR for 24 months

Member Special Cost: 5.99% (Regular Cost: 9.39%)

0.00% APR with 24 equal monthly pmts.

Plan: 2814

Promotional Calendar

Effective Dates	Sale Event	Supplier	Category	Promotion Details
8/15/2016 - 9/30/2016	Inspired Design Sale: Fall Fashion Debut	Armstrong	Hard Surface	\$3.00 per carton RSA SPIFF
8/15/2016 - 9/30/2016		Shaw	Hard Surface	Promotional Pricing on select Resilient Full Spread, Locking & EVP
8/15/2016 - 9/30/2016		Karndean	Hard Surface	Summer Summit Excitement: Win \$500
8/15/2016 - 9/30/2016		Karndean	Hard Surface	Promotional Pricing on Knight Tile, Van Gogh, and Loose Lay
8/15/2016 - 9/30/2016		Johnson Hardwood	Hard Surface	Promotional Pricing on ALL Vintage Classic Products
8/15/2016 - 9/30/2016		Akua	Hard Surface	\$325 Complete Display - \$175 Boards Only An Additional 8% Discount on All Orders
8/15/2016 - 9/30/2016		Shaw/Tuftex	Carpet	Promotional Pricing on Shaw and Tuftex Destination Deckboards
8/15/2016 - 9/30/2016		Shaw	Carpet	Earn Double the Points in Capture the Spirit Program

*All prices published in this newsletter or on your Member Website are always FOB Mill.



THE COUNTDOWN TO SUMMIT HAS OFFICIALLY BEGUN...
8 WEEKS & 3 DAYS

REGISTER NOW:

1. [CLICK HERE](#)
2. Go to the [Member Backroom](#) & Click on the Events Tab
3. Call Ann Moore in Member Services at 800-261-6456



Karndean
Designflooring

Your invitation to
visit while in town
for Summit!

This is your opportunity and official invitation to come visit and learn what they are all about. The Tuesday following our Summit, Karndean invites you to their long standing *Grand Opening Event* in their showroom that will showcase the Designflooring installed throughout their facility.

For more information or if you have any questions about this event, please contact John Callahan, National Retail Accounts Manager at 630-743-9350.



Grand Opening Event – Tuesday, September 27th

THINGS YOU ARE DOING TO SCARE CUSTOMERS AWAY

Bad First Impression You'll never get a second chance at a first impression. This can be anything from a website that is not working, you curbside appeal, an untidy showroom, or a call that does not get answered in a timely manner. You only get one shot at this, so make it great.

Your Staff Isn't Actually Interested in Helping Customers Product is not enough, the way you treat and deliver value to your customers is vital. Review the golden rule with your staff and make sure they know when they are doing a good job.

Your Customer Knows More Than You This was over before it ever began. A culture that includes perpetual education is a must. You and your staff are expected to be the expert and ready to educate the customer.

Customer's Time is Being Wasted Your competition is right around the corner. If a customer has to wait too long, they will be gone.


Promises Are Broken Say what you do and do what you say. If you advertise a sale or discount, don't have charges hidden that end up with the customer paying more than expected. You will lose a potential customer for life. Make a promise and deliver.

Not Valuing All Customers Equally If a customer senses they are less important, they will take their business elsewhere.

Being Hard to Track Down When There is a Problem The importance of support after a sale is just that, important! Make sure your customer knows how to get in touch with you and make it as personable as possible.

Criticizing a Customer Always be respectful and train your staff appropriately with role-playing scenarios so they are not caught off-guard.

Trying to Prove You Are Right The customer is not always right, but how you handle them in this moment will determine if they will remain a customer. They are there to buy to solve a problem or fulfill a need/desire; help them find their solution and fulfill their needs.

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A little inspiration for your week and food for thought...

I won't complain. I just won't come back.

A business not responding on social media is like hanging up the phone on customers with everyone watching.

Most people spend more time and energy going around problems than in trying to solve them. – Henry Ford

Courteous treatment will make a customer a walking advertisement.
 – James Cash Penney

A brand for a company is like a reputation for a person. You can earn reputation by trying to do hard things well. – Jeff Bezos



WEB PRO 3.0
 digital marketing program

COMING SOON!

It's an automatic update to everyone on Pro Plus.

Think of it as an update to your phone or computer - fixes and enhancements to provide added value and step-up your online marketing. Conversions will begin in July. If you have any questions, please contact Ann Moore.

SUMMER SAVINGS

CONTACT US TODAY
770.592.3904



BADGER C2
 - 100% Polyester
 moisture management
 -Able customize and
 Sublimate in full color
 - Available in White and
 light Grey



\$9.95

:: NIKE GOLF 



\$39.95



\$15.95



2" crown | Lightweight
 "Ghost" performance poly fabric

\$14.95



404m from Pacific
 Other Colors available! call for Details.