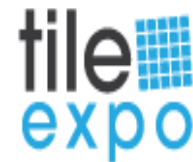


THE INTERNATIONAL SURFACE EVENT™



EXHIBITS January 30 – February 1 **EDUCATION** January 29 – February 1
Mandalay Bay Convention Center | Las Vegas, NV

Course Title:

Proven Strategies for Growing Your Business

Speaker(s):

Dianne Grossman

Brian E. Gracon

Date:

January 30, 2018

WHO ARE THESE PEOPLE AND WHY SHOULD YOU LISTEN TO THEM?



Brian Gracon President,
Brian Gracon & Associates, Inc.
Author, *Meconomics® 101*



Dianne Grossman, Owner
The Carpet Girl
Springfield NJ
Columnist, *FCW*

732-CALL-TCG

THE CARPET GIRL

Your Friend in Floors®



The most fun you'll have buying flooring!®

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 **stonexpo** 
MARMO+MAC **expo**

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A photograph of three women walking together in a shopping mall, smiling and carrying several shopping bags. The woman on the left has long white hair and is wearing a white outfit. The woman in the middle has blonde hair and is wearing a white lace top. The woman on the right has dark hair and is wearing a white top with a beige shawl. They are walking past a stone wall and a large glass display case.

TARGET CUSTOMERS

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TAGLINES

**THE
CARPET GIRL**

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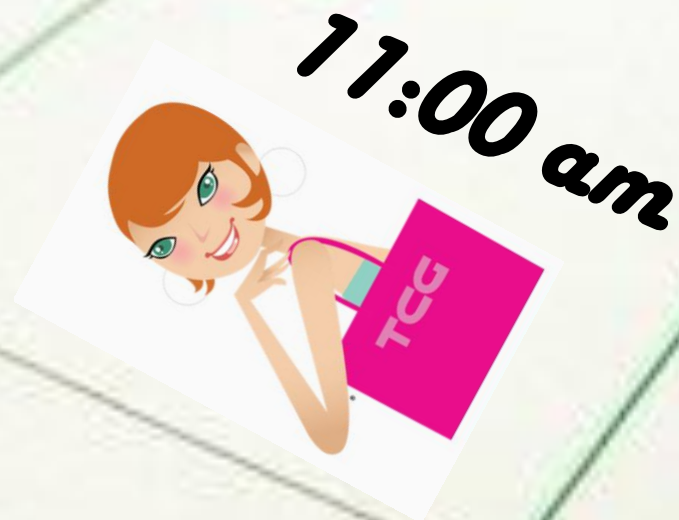
  

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HI-END GOODS



BY APPOINTMENT



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NO PRICES



BIG 4TH QUARTER

Is your home ready for the holidays?



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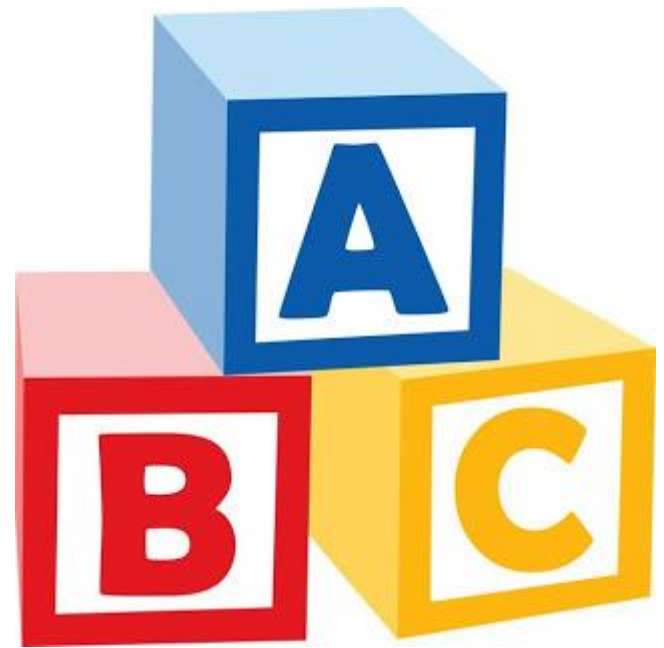
 SURFACES  stone expo  tile expo
MARMO+MAC

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SALES PROCESS

To be
“Your Friend in Floors[®]”,
we have to get to
know the customer





STAFFING

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REAL?

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Jtfoxxblog.com



dreamstime.com

RECESSION

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RECESSION RETAIL APOCALYPSE

THE LIMITED®

® RadioShack.



hhgregg

appliances | electronics | furniture

Payless
SHOESOURCE®

PERFUMANIA

GYMBOREE®

Toys R Us

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MARMOMAC expo

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BUT WAIT...



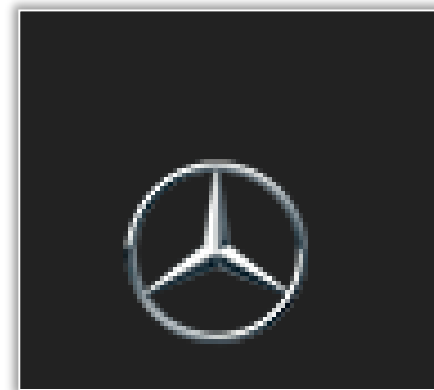
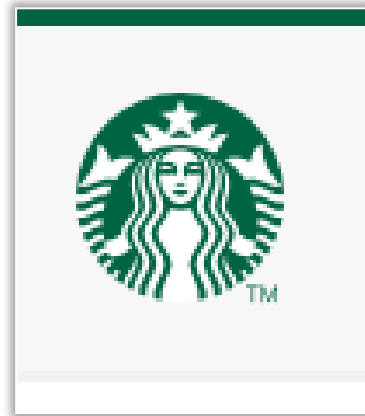
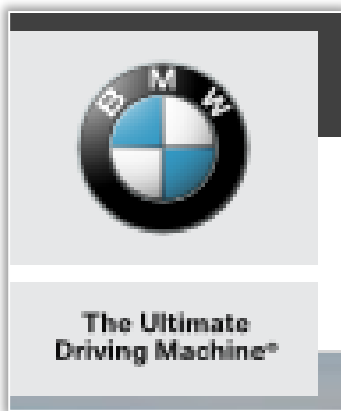
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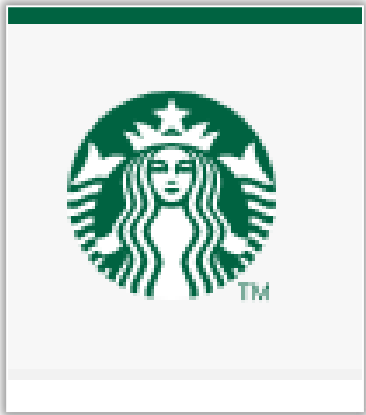


RECESSION





RETAIL APOCALYPSE



HOW ARE THEY DOING THAT?




Self-image

Entertain

Pamper

BACK TO THE CARPET GIRL

SELF- IMAGE



Is your home
ready for the
holidays?



Sales Process:
Your Friend
in Floors®

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 SURFACES  stone expo  tile expo
 MARMO+MAC

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More on education @TISE_EDUCATION

MORE CARPET GIRL STRATEGIES



The most fun
you'll have
buying
flooring!®

ENTERTAIN

AND MORE CARPET GIRL STRATEGIES



**By
appointment**



No prices



**Hi-end
goods**

PAMPER

IN SUMMARY

- Ready for the holidays?
- “Friend”ly sales process
- Fun buying flooring
- Hi-end goods
- By appointment
- No prices

SELF-IMAGE

ENTERTAIN

PAMPER

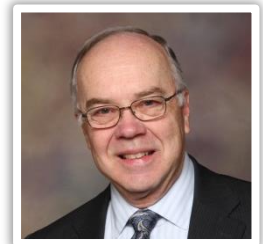
PROVEN STRATEGIES FOR GROWING YOUR BUSINESS

This concludes the accredited portion of the session.



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