

Sales Meeting January 2019

Summary of meeting

Product review

Underlays

It was agreed that I will review prices of colours red, colours green & a contract PU underlay to replace the durafit underlay.

Stock ranges:

With immediate effect we will not re order any regular stock carpets such as Sloane, Boston etc when the current stock is exhausted. We will in future only stock clearance ranges, exclusive ranges and possibly roll only ranges. Where we have previously ordered a couple of colours from a supplier of a cut length range where we then gain significant savings on the roll & cut price we will put the stock rolls we have to order to qualify for the stockists discounts into the clearance section and when the stock is sold we wont re order.

I think we also agreed that we will re order the Arabica in the Platinum & Stone colours after clearing the Truffle stock at a reduced price. I haven't placed any orders yet to repeat so lead times for repeats could be 6-8 weeks. I will confirm after Hanover how we are to proceed.

New Stock Ranges – Best Imperial 100% wool that will retail for £30m2 was voted the favourite range to have made for us exclusively. When I am in Hanover I will try to finalise terms and then come back to you to discuss colours.

General review of ranges on display:

I will forward you a list of bespoke ranges sorted alphabetically showing sales for your branch with a view to "cull" ranges that we aren't selling in any significant volumes. It has been agreed if we take new ranges into stock after the cull of ranges we will look to see what they will replace rather than keep adding more similar ranges with out removing existing ranges unless they are a total different style of carpet and not a replacement for other products.

Bespoke Rugs:

In conjunction with Alternative Flooring and initially at Sheen we are installing a new display system for selling bespoke rugs & runners using the A4 size display boards with swatches or A4 samples of all colours. We will look to extend this method of display to other branches. We are able to display 20 range options in only 1m of wall space.

Carpet ranges £40 & Over:

We agreed that we will also look to use the same A4 display boards to set an area within the showroom to display premium ranges under a collection name (like Couture collection). Again 20 different styles can be visible in 1m of wall space.

Tombolas:

We will look to replace all the existing 18" tombola with twin 9" tombolas in the style of the newer tower tombola but we will ensure the tope of the tower is no higher than the existing tombola. It was then decided that we will set up tombolas with similar styles on the tombolas i.e. loop tombola wool twist tombola, wool velvet, soft synthetic etc.

Display:

In addition to the above new methods of display I also suggested making a new option of the existing 16 sample display boards. The suggestion was to make a board that has 4 larger samples displayed with a tombola location marked either on the board or the adjacent price tickets. This way one colour of 4 ranges could be prominently displayed on the wall demonstrating the style options and the full set of 18 x 9 samples are on the tombola or adjacent swatches to view the full range.

Continued Over

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Terms & conditions:

These have needed to be reviewed and updated. If you have any particular things that need to be altered or added please let me know.

Fitting confirmation form:

I suggested on creating a spreadsheet that is linked to the cost sheet that can be used to confirm a fitting appointment. If it is linked to the cost sheet templates and is another worksheet in the cost sheet templates then most of the information required will be already input and you will just need to add the date and time and confirm the balance. This could remind people when the deadline is for cancelling the appointment, what they are expected to do before we arrive with regards to furniture and also what the cost will be if they cancel the appointment at short notice.

Computer Programmes: Sample Program, Touch screen & website update.

Sample Programme:

Josh demonstrated the new version of the sample programme. There are a few minor searches that were in the old system not yet in the new system but these will be added by the end of January. The reason for the time spent re writing this programme in a new language is to allow it to be integrated with the website & touch screens. The new system will allow us to expand the system in several ways. There is a new option written into the sample ordering. Under the news heading I can update a message such as "Sale now on until 31st January" or "15% off bespoke rugs if ordered from our website" and these will appear on the bottom of ALL sample letters sent out. You can see what the latest message is under the news heading in the sample programme.

Touch Screens:

Clearance:

We also hope to have these ready to install in the showrooms by the end of January. When they are initially installed they won't be 100% complete but they will be useful and will grow over the following months. Josh demonstrated the clearance section where pictures of clearance ranges have been scanned in alongside the details of the quality pile content and prices. There is also a maximum quantity available which won't always be 100% accurate but will be updated on a monthly basis. There is also a filter to enter the amount of carpet you require for your customer. This will then only show the ranges that had sufficient quantity the last time it was updated. There will also be a "sort function" added where the clearance can be ordered by name or width etc. The plan is to add the pictures and details to our Mr Carpet website that can be viewed from Google search. We also hope to be able to add an option to order a cutting of the clearance samples which will link to the sample order programme and the customer will add their details and select up to 4 cuttings that will be sent out by head office. They will have details of all the branches with the nearest branch to the customers postcode highlighted.

Runners:

The stair runner section has a gallery that now has filters which will be of great benefit as the gallery grows in size. When selected the gallery will only show the pictures with the chosen attributes. When a picture is added to the system there will be a series of tick boxes that can be associated with the picture. For example the options of taped, whipped, striped, plain & winders can be ticked if they apply to that picture. If you then clicked on winders it will show all pictures with winders plain or striped with taped or whipped. If you then tick on stripe the plains will be hidden and you will only show runners with winders that are striped with taped or whipped edges. You can then narrow it further by ticking taped to remove the whipped options. There will be a button to "show all" to get back to the full gallery. If you have any photos of installations please send them to me with details of the carpet & tape colours and I will add them to the system. When viewed the carpet range & tape will be visible on the screen if stored with the image.

Continued Over

Memo

03/01/2019

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Shop Tablets:

Each branch was given a tablet for use in the branch. I felt they would help you when you are serving a customer by being able to show work or add a sample order while standing in the showroom. Can you please take care of them and put them out of site when not in use. They are set up shortcuts to the sample programme, the touch screen programme, our web site, Alternative floorings web site, Crucial trading, Jacaranda & Moduleo's web sites. I have also set up a shortcut to the Alternatives rug builder programme link on our website. If you use the link from our website then the customer can only select to collect it from our shop. I set up the link to take it to where the branch they are in has been selected. You can continue and order the rug on line and the customer will have to pay top AF or you can print out the order form and place the order via our database which is the preferred option. There is also a link to Mr Carpets drop box where I will load more information that is useful ie installation & cleaning instructions etc.

If a customer requests any information from the tablet it will be sent from Sheen-info@mr-carpet.co.uk (or Putney, Fulham or Raynes-info). If the customer replies to this email address they will receive a message "a member of our sales team will contact you shortly" and their email will be forwarded to the Sheenbranch@mr-carpet.co.uk (or Putney, Fulham or Raynesbranch@mr-carpet.co.uk) so you can reply from the branch.

Brexit

Understandably this was mentioned and it's impossible to plan for as nobody knows the effect of it as the government haven't even formed a plan themselves. One thing is for sure it is likely to make people hesitate and probably delay spending until the dust has settled. If it affects business then all we can do is make sure we have plenty of stock ranges where our competitors will be unable to offer the same value and also look for other areas to expand. Hence the investment in displays for bespoke rugs. This is an area where I believe there is a lot of room for expansion and the great advantage of rugs is they don't need to be fitted so there will be less management time selling these.