

**Go Right Now To
FurniturePromotions.com**

for information about the

- Best Furniture Closing Tool
- Travel Incentives
- Furniture Buyer's Protection Plan
- Rebate Offers
- Golf and Spa Promotion
- Pizza and a Movie
- Many More Traffic Ideas

ROOTNOTES

News, Commentary & Insight from the



Brought to you by Emmet & Mike Root, Chris & Huey

Issue 157 ...June, 2009 Subscription price \$49.00

NOTABLE & QUOTABLE

"We must reset our sails to take advantage of these changing winds and prosper as business and individual. You can make the most of this downturn and position yourself for the next boom that's going to follow."

Harry S. Dent, Jr Author

Mike's Moment: One Down and One To Go

Congratulations are in Order. My son Jay completed a first class Creighton University education in four years pulling down a major with honors in Spanish. He is now my official interpreter for the Mexico factory (If I need shipments I'll have him call them directly).

Jay's college career was a great time, and he matured a lot. He also saw the world with trips to Europe and China, arranged and paid for by himself. Oh to be young again. Nancy and I keep joking that we want to come back as our kids because their generation has been exposed to so much more than we were willing to be exposed to in our generation.

What is fascinating to me over this last year is listening to Jay's perspectives about the world. Arguably he and his fellow classmates were greeted with one of the worst business climates to find a job in many decades. Some are concerned about it, others have just decided to defer a decision by continuing their schooling, while others are taking jobs much lower than their original expectations were for a college graduate. This generation knows that whatever job they take now is probably only a stepping stone to something later.

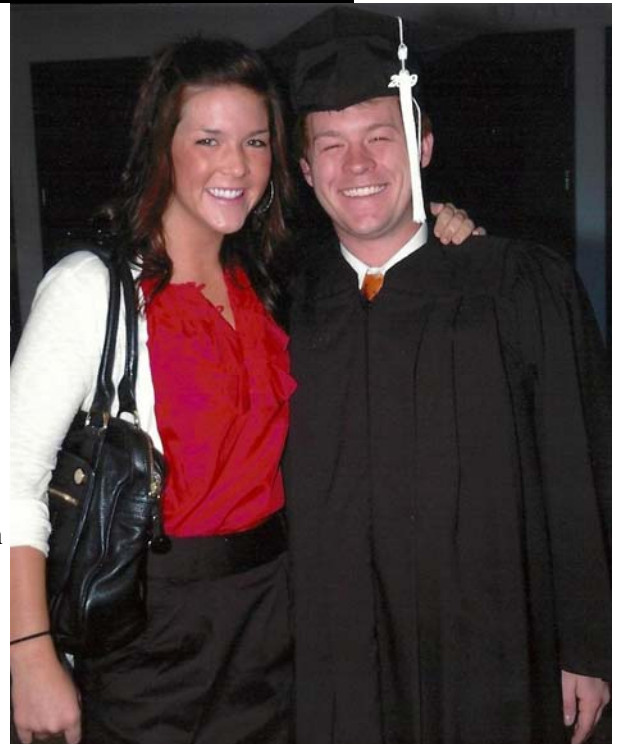
But this generation is also very engaged in the world around them. They grew up with a full arsenal of technological tools from cell phones with text messaging to Facebook communications. They communicate different than my generation and previous ones. They get their information differently. And they tune into a retailers messages differently. For example, I do not watch news shows - I am very turned off by the biases of the newscasters and their propensity to make every news story a calamity. I will read the Omaha World Herald and the Wall Street Journal somewhat consistently for headlines and stories that interest me. Jay on the other hand does not watch the news or read a newspaper. Yet when we talk about current events, he is very much in tune with what is going on. He gets all his information off of the Internet or other non-traditional means.

I tell you this because if you are trying to sell something to either Jay or I and you are advertising on the most expensive TV news show, you will go a very long time before I even know you exist. Newspapers are seeing incredible loss of readers and frankly I don't pay attention to any of the ads because I am

skimming for headlines. It takes me less than 15 minutes any day of the week including Sunday. So if you are advertising in the newspaper, you will also have a tough time getting to us.

I have asked Jay to come work with me as an intern to help us better understand how today's generation is going to be motivated to buy furniture. He will not be working as a rep, but rather he will be helping bring perspective to the information marketing side of our business - Furniture Insider's Club and Furniture Promotions. Our goal is to get him a well rounded small business background, while at the same time tuning into the unique skills and perspectives he can bring. He's excited about prospects, and I'm excited there's someone who can talk sports with Emmet.

The way I look at it is that we both just got a huge raise. I have one less undergraduate bill to pay and Jay does not have the daunting prospect of a med school bills which is what he was considering a year ago. So for now we have three generations under one roof at the Worldwide Headquarters of Furniture Sales. Poor Chris!!!

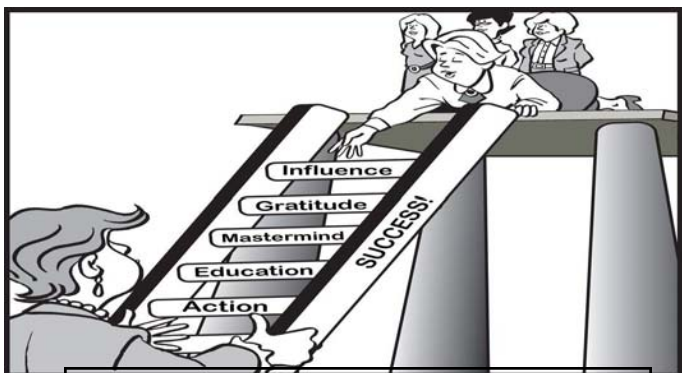


Jay Root with his sister Kara on his graduation day from Creighton University.



Stairway Beds Are Selling Well

Stairway beds are the hottest movers in youth Bedroom sets. Here are some samples from Ligo and Woodcrest. Displayed below is the Ligo Buffalo Creek stairway bed in pine. Also made by Ligo, is the Colorbox Stairway bed, which is offered in white (shown) as well as pine. Additionally, Woodcrest is offering the Woody Creek Stairway Bed as shown on the right. On this bed the staircase can go on either side of the bunk bed.



**Partnering With Furniture Sales
is your ladder to success!**

If Business is So Tough, Why Will You Need To Make Sure That You Have Goods To Sell This Fall

Contrary to all the doom and gloom stories about poor business, Dan Angus from Ligo Products, just returned from the Orient, and he reports that timely delivery could be a challenge this fall. When business slowed down, the Asian factories cut way back. They did not resume full production until the Memorial Day sales brought an increase in orders. Robert Van Farowe expressed the same sentiments about Progressive's Mexico business. Since the start of the new year we have added 140 employees and increased production 80%. In spite of all these efforts, orders still outpace production. June, July, August cuttings have been increased because of oversells.

We are of course bucking a major trend in the industry. We feel very fortunate but we also know that it is crucial to make sure we continue to service our dealer base on a timely basis. It is important for us to serve the best customers on the planet: YOU! We will do everything we can to continue to meet your expectations and keep growing the business together.

Of course as summer begins to wind down you will need to plan your Fall Promotions. All the factories will start getting busy at the same time so make sure you keep in touch with Furniture Sales on any ads or promotion dates.



Marketing and Promotions You Can Use: *The Best Furniture Closing Tool BarNone*

Are you having trouble closing the deal with the customer or want to convert more lookers into actual customers? We've found the perfect solution: *The Best Furniture Closing Tool BarNone*. Here's how it works: the customer can't make a decision on the purchase right now and you know with just a little push you can get them to commit. If you could offer them an extra \$100 incentive in the form of a rebate voucher, 9 times out of 10 they will buy now because of the extra "deal." This rebate voucher is good to offset the costs of your add on offers after the sale. For example, it can be used in a variety of manners like fabric protection, delivery, or extended warranties. Once the purchase has been agreed to, you write the order up with the cost of the add on items included on the sales ticket. The customer will send in a rebate voucher along with the sales receipt and the delivery receipt to collect on his rebate check up to \$100. For more information on this tremendous Tool that will provide a little extra incentive for a consumer to pull the trigger and make the purchase now go to www.FurnitureClosingTool.com.

FurnitureCloseoutSite.com

Are you ready for discounted Ligo furniture made readily available at the click of the cursor? This wonderful feature has now become a reality thanks to www.FurnitureCloseoutSite.com. By signing in to this **FREE** site, you will have the power to view tomorrow's specials to-

day. Registering to view these specials has never been easier: simply go to www.Furniturecloseoutsite.com, fill in the required information, and retrieve your password sent to your email inbox. Once you've retrieved your password, click the link going to furniturecloseoutsite.com, type in your password in the box and click on the button on the top of the screen labeled "specials."

Blogs

"Success in sales and marketing equals money for golf." These prophetic words were spoken by none other than Mike Root and now he's making his words public...that's right, he's starting a blog. His blog, which can be found at (conveniently enough) www.MikeRoot.com, will address entrepreneur tips for growing your small business, marketing ideas and promotions, working with family (now 3 generations of Root boys in the office!), and all other business related matters as well as personal anecdotes. Travels, books read, and obviously this blog wouldn't be complete without insight and updates about his favorite activity --- golf. Stop by for a laugh or advice, and leave a comment about the article/site.

In addition to creating his own blog at www.MikeRoot.com, Mike will also be writing a blog for the International Home Furnishings Representatives Association. This blog, found at www.FurnitureToday.com/blog, will look at the roles of the manufacturer as well as the retailer and address their respective roles stemming from the representative's perspective.

GOLF FUNNIES OFF THE INTERNET

A gushy reporter told Phil Mickelson, "You are spectacular, your name is synonymous with the game of golf. You really know your way around the course. What's your secret?" Mickelson replied, "The holes are numbered."



A golfer teed up his ball on the first tee, took a mighty swing and hit his ball into a clump of trees. He found his ball and saw an opening between two trees he thought he could hit through. Taking out his 3-wood, he took a mighty swing. The ball hit a tree, bounced back, hit him in the forehead and killed him. As he approached the gates of Heaven, St. Peter asked, "Are you a good golfer?" The man replied: "Got here in two, didn't I?"

A husband and wife are on the 9th green when suddenly she collapses from a heart attack! "Help me dear," she groans to her husband. The husband calls 911 on his cell phone, talks for a few minutes, picks up his putter and lines up his putt. His wife raises her head off the green and stares at him. "I'm dying here and you're putting?" "Don't worry dear," says the husband calmly, "they found a doctor on the second hole and he's coming to help you." Well, how long will it take for him to get here?" she asks feebly. "No time at all," says her husband. "Everybody's already agreed to let him play through."

Promotions and Incentives at www.FurniturePromotions.com

In these difficult times there is one characteristic that stands out amongst the leading retailers, reps, and manufacturers: **the trusting relationships each establishes with his own customer.**

Listening to broadcasts from major marketing organizations and consultants to people like Disney, IBM, and Airlines, the speakers talk about business obsessing about their product or service. A leading investment brokers on the west coast confirmed this fact. He said that he could have stock losses with customers and they remain loyal as long as his relationship continued to satisfy them. On the other hand, if he failed to maintain strong ties with his clients, they would seek a new broker even if he had made them lots of money.

Many times factories try to get the next hot product and spend oodles of dollars in bringing out these new styles. However, these same factories have some anal sales or credit policy that drives their best custom-

ers to a competitor. Retailers spend millions of dollars in advertising only to have customers come in and be disappointed by the merchandise in stock or by a rude sales person who takes the customer for granted.

A very successful woman from Denver decided she was going to reward herself for a fantastic year in her training business. She went to a Lexus dealership to buy a \$70,000 model with the check in her pocket. As she looked through the cars, the salesman kept referring to when her husband was to be coming in to buy the car! Needless to say, she left shortly afterwards. A quick phone call to a friend who owns the Omaha Lexus dealership, and she bought the car for less money. She and her husband flew into Omaha and picked up the car the next week.

When getting the new car serviced, the manager of that department in Denver asked her why she had bought the car in Omaha considering she lived in Castle Pines, Colo-

rado. She related the story to him, and shortly after the manager of the dealership called to apologize; but it was too late. The bond that exists between a sales person and a customer had already been broken.

It is vital for all sales associates to know that the trust they establish with the consumer will override many difficulties in what they sell that customer.

For a retailer, the most important way to build a enduring relationship is through constant and consistent communication with the customer to further your brands. There are lots of inexpensive ways to do this. Consider a customer newsletter much like we send out but directed towards the consumer. Or how about utilizing the power of social networking with a Fan page on Facebook or a loyal following on Twitter? Have you thought of a corporate blog or weekly Email newsletters. If you would like to learn more about this let Mike know. **mike@furnituresales.biz**

YOUR NEWSLETTER IS ENCLOSED



7305 Farnam Street Suite 1
Omaha, NE 68114

Phone: 800-391-2166 Fax: 402-391-2383
Email: greatdeals@furnituresales.biz
www.furnituresales.biz



Huey is looking to take his **FREE Vacation.** Three days and 2 nights in Puppy Heaven that he got as a top selling dog of incentive travel packages. You can be Top Dog with your customers when you run a travel giveaway of cruises, airline & lodging