

TRADITION CONTINUES



2020 Resolutions for the Floor Covering & Retail Professionals
My Personal New Year Message
May Clear Vision & Personal Growth be with you in 2020 and beyond

“It is easy to be the best; it is a lot harder to stay the best”

IF IT IS TO BE, IT IS UP TO ME (you)

Greetings and Happy New Year friends! I’m blessed to have spent time with many of you in 2019 and all the years before. I’m excited about seeing you in 2020. Over 20 years’ tradition of New Year’s resolutions continues. Most of you expect me to put together these resolutions, therefore I will not disappoint you. Thank you for your wisdom, critique, input, support, friendship, inspiration, business, and the knowledge you share with me. You make me a better person with your wisdom, critique and love.

Welcome to 2020; a year of CLEAR VISION for me and proposed for the industry. Therefore, my message is CLEARER. This year you will not see my bookshelf, but if you would like a copy, please email me. **My personal resolutions for 2020:** Clear VISION, impactful advice/trainings, higher value creation for the industry.

2020 is a very special year for me; 40 years of serving the flooring industry. Whenever two numbers repeat (19 & 19, 20 & 20, 21 & 21) in the year, it only happens once in 100 years. 2020 also stands for **clear vision** and is a leap year with one extra day of productivity. I encourage you to develop a clear vision for you, your teams and your company that you can implement. Since this is 2020, I am picking the best 20 resolutions of years past and future.

New Year’s Resolutions for the Floor Covering/Retail Professionals
Choose 3 that you Like for your Improvements in 2020

1. **VISION 2020:** Ask yourself where you would want to be at 11:59 pm on December 31, 2020. Pictorialize your VISION by writing it down on paper and hanging where it is always visible. Create a clear vision and plan for the full year, then months and weeks to measure your progress. Strive for a minimum of 20% increase in productivity, profitability, growth or efficiency. Inspire your team to achieve your vision.
2. **Improve if You Cannot Change:** Everyone tells you to adopt change as everything around you is changing. Funny; we want others to change but not ourselves. Therefore, don’t change; just improve no matter how small the improvement is. Improvement is not a “once a year training”; it is a daily mantra. Read an industry magazine, self-improvement book or go to training at least once a month. If you improve your sales month over month by mere 1%, with a compounding effect, you may gain ~13% growth. Isn’t that wonderful?
3. **New Good-Better-Best is the Best Better Good:** You may not be penalized for showing the best, but you may if you do not! Today’s customers shop on the internet and want to buy the best that they can afford. Therefore, why start with the good when they want the best. **Have you met a customer who says; “Show me the worst you have for \$\$\$\$”?** Retail space will continue to shrink therefore sell the BEST!
4. **“Needs, Wants, Values”:** Learn needs-based product presentation. Understand consumer’s **needs, wants and values** and match your products and services to his/her **needs, wants and values**. Consumers buy for **their** reasons, not ours. **Needs=replacement, Wants=Performance & Values=Fashion-color-style.**
5. **Master the Art of Fibers:** Learn the differences, benefits and usages of 6 fibers that are commonly used in residential flooring (Nylon 6, Nylon 6,6, PET-2GT Polyester, PTT-Triexta or 3GT Polyester, Olefin and Wool). Present the benefits, not the features or warranties, as customers are coming to buy the benefits. Explain the cost and benefits with simple everyday analogies. **Example:** Use of Nylon 6,6 in high performance materials such as parachutes, aviation tires, air bags etc.
6. **Suspect, Prospect, Client, Ambassador:** Every person you meet is a “Suspect” to buy flooring one day. Give your “Friendship” card to make him/her your “Prospect”. When he/she comes to buy from you, he/she becomes your “Client”. Treat your clients so passionately with focus on their project so that they can brag about the experience to others and become your “Ambassador”.

7. **Develop the 6th Sense:** Humans are naturally bestowed with 5 senses; Sight, Hearing, Smell, Taste and Touch. Every sense is there to pay attention and/or focus. Example: when you see something, you focus. Therefore, "Focus" is the sixth sense. Develop the 6th sense for higher success. In sales, "Focus" on customer's needs, wants and values for higher mutual success.
8. **Partner with Manufacturer's Reps:** Your supplier and fiber reps are a great resource of knowledge for your success. The better the relationships, the higher the odds for your success. Get to know them, ask questions and gain knowledge for confidence.
9. **Customer Experience Please:** The future of retail is not based on who has the best price; it is where consumers get an experience. Experience is very emotional and personal; it is more effective to focus on emotions rather than price. Give them an experience. "If you do not have a "Story" to tell, all you have is a price to sell". Do you have a story, and do you tell your customers? Come on, they want to know that you are the best in the market, that they will have fun shopping at your store, and you are knowledgeable +++. Understand what they need; strive to deliver above and beyond.
10. **Utilize Formula for SUCCESS:** There are four elements that make you successful. Practice them every day. **1. Childish Enthusiasm 2. Confidence 3. Knowledge (practical side of info) 4. Organization.**
11. **Make your Company more Successful:** Share one implementable idea each quarter for business improvement.
12. **No Credit Please:** Do the right thing every time all the time without worrying about who gets the credit. "It is amazing what you can accomplish if you do not care who gets the credit." -Harry S. Truman
13. **Sell Positively:** It is advisable to stay away from negative people as they may have a problem for every solution you come up with. Become a problem solver not a problem.
14. **Fifty Positive & Power Words that can Help you Sell:** Eliminate negative words out of your vocabulary to replace with positive ones. Please go to stainmasterlink.com to download your copy from yours truly.
15. **Mentoree & Mentor:** Look for a Mentor and Mentor someone; you learn a lot and feel fulfilled.
16. **Read Reviews:** We live in a digital world and a big chunk of customers form their opinions about you from the reviews. Read your and your competition's reviews. Adopt what is great and work to improve or eliminate what customers dislike.
17. **New Mental Model:** Adopt the new mental model. "**Do not make a sale; do not make a customer, make an Ambassador.**" We need Ambassadors for our business.
18. **Contribute your Share of other's Success:** If you want to be successful, make everybody around you more successful. Forward these Resolutions to family, friends and co-workers, even in other industries who may benefit. It may make a difference in someone's life.
19. **Give "MORE" in 2020:** Plan to give at least 20% more of everything, anything or something. You can give to your family, friends, your customers, your company and your world. By giving more, you receive more and create surplus.
20. **Develop your Greatness:** Promise yourself to exercise more, eat well and sleep restfully. **The mind is the builder;** see yourself as more fit, healthy and smiling. Develop your goodness to greatness. **Live a Principled Life of honesty, integrity and hard work.** These principles should be the hallmarks of one's life. To do great things for others, you must be in great physical and mental health. Be great in 2020 and beyond!

Thank you for your time; let's make it a better year. Many of the above ideas are discussed in detail in the videos that are available to you at STAINMASTERLINK.com. **Please do your part to make this industry better** by sharing these resolutions generously with others.

Respectfully, Pami S. Bhullar
Dedicated to my loving son, Supi Bhullar