



To a better 2022

The Tradition Continues
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2022 Resolutions for the Floor Covering & Retail Professionals

MY PERSONAL NEW YEAR'S MESSAGE AND GRATITUDE

Best of health, resilience, prosperity, kindness and positivity be with you in 2022 and beyond

Let us practice positivity about people, places and issues three times more than negativity!

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

Greetings and Happy New Year friends! Who could have thought that the last two years would change our world so dramatically that we will remember it for the rest of our lives? We all wish that in the pie chart of lifetime, 2020 & 2021 will be a small slice. Yes, last two years have been unprecedented for personal, business and financial health uncertainties, full of unimaginable positive/negative events, social isolation and anxiety of ambiguous futures, but we have many things to be thankful for. I am always thankful for your friendship and my new home & new team at TDG (The Dixie Group). Please accept my deepest and sincerest gratitude.

The tradition of New Year's resolutions is something I will not break and it continues to be consistent with new chapter in my professional life. It is an expectation from most of you, therefore I will not disappoint. Thank you for your insights, critiques, input, support, friendship, inspiration, business and the knowledge you share with me. You make me a better person with your wisdom, kindness, evaluations, requests and love.

Welcome to 2022, the start of the new year with an ever changing but healing world. It is my belief that we are embarking upon a beautiful dawn, at the end of a long dark night and a clear sky after a long rainy season. Every difficulty teaches us a new skill to overcome new challenges. Higher focus on family, relationships and home improvements will continue this year and years to come. The growth that started mid 2020 will continue for the foreseeable future. In 2022, a switch may not immediately flip for better or normal life, but what we learned during the past two years has possibly prepared us for what may follow because of it. It is up to all of us how we apply learnings to make 2022 a "More Better" year personally and professionally. We must make up for the lost time and do our part for prosperity. If we can call it a "silver lining," I believe the flooring business will still be robust because many may not be traveling or vacationing as before and will focus on home improvements. Our home now serves many purposes and is now our office, gym, classroom, castle, fortress and many more things. As I predicted last year, I believe that carpet as a soft and comfortable flooring will continue to experience a relatively higher growth. And, consumers are buying better goods in flooring. The proof? In 2021 at TDG, the higher end the line, the stronger the growth, with Fabrica leading the way!

My personal resolutions for 2022: I will have a laser focus on positivity and being "FOR" something rather than "AGAINST" something, listen to understand you rather than just answering and dedicate my energy to creating higher value for all of you. Shared below are my personal views independent of TDG.

New Year's Resolutions for ALL Retail Professionals Choose 3 that you like for your improvements in 2022

- 1) Increase Practicing Gratitude and Positivity:** It is so easy to be negative with everything that is happening around us. Let us all make a concerted effort to be positive at least 75% of the time or perhaps more. We all have so much to be thankful for and should count our blessings of personal safety, health, business, customers, each other, our partners, family and friends. Let us make conscious efforts to practice genuine positivity in our behavior, communication and actions.
- 2) Daily Improvement:** Everything we do can be done better; it might as well be you who does it better. Exponential improvements are hard to come by, but you can achieve the same results by making minuscule improvements every day. What did you do yesterday and how can you do it better today can be a mantra of everyday life till it becomes your habit.
- 3) Initiative:** We all have heard that a journey of million miles begins with the first step. Have you taken the first step towards your dream? Over ninety percent of the great ideas fail due to poor or no execution. Initiative is not a TRAIT; it is our responsibility towards our company, our people and our customers! Take that initiative within first week of reading resolution #3.

- 4) **Learn the ABCD of your customers:** Those of you who are in the flooring or home décor business, please know that consumers are looking for products that are Beautiful, easy to Clean and are Durable. They do not only want these benefits on Mondays and Fridays but every day and always. Therefore remember ABCD; A=Always, B = Beautiful, C = Cleanable and D = Durable. We at TDG, make floor coverings that pass this test of ABCD every time and every day. **Our products are Always Beautiful, Always easy to Clean and Always Durable.** Now that is easy.
- 5) **This Too Shall Pass:** Great growth in the flooring industry and or many other retail businesses eventually will slow down for the ones who are not prepared. Preparation is the key to success. Prepare as if there is no tomorrow. It is easy to practice and fail on something and try again when things are great. Customers are buying better goods. Therefore, the new “Good – Better – Best” is “Best – Better – Good”. In other words always start with the best products and services that you offer. Customer may surprise you by buying the Best. Selling better goods today will help you when the next slow down happens.
- 6) **For Your Customers’ Success, Negotiate Benefits Before You Negotiate Price:** Customers come to buy “Benefits” not price, warranties and or products. When customer says, “it is too much money”, list all the benefits of your product or service and politely ask; “Mrs. Jones these are all the benefits this product and or service has for you, which ones do you not want so that I can find something with lesser benefits?” It may amaze you how many times they would end up buying the original offering.
- 7) **Stop Selling:** In the digital world and particularly the last two years have exponentially made us comfortable shopping online. Your customers have done enough shopping and have a very good idea what they want to buy. The more you contradict the more chances are that you are not going to make a sale. Start with asking, “What kind of research have you done for this project?” Ask the world’s five most powerful questions and never make product presentation without asking the granddaddy or grand mommy of all questions; “What else should I know about your project that we have not discussed?” You can make the entire presentation based on this one question. Reach out to me via email or LinkedIn so that I can send you the five most powerful retail questions and how to ask them.
- 8) **Can We Reduce The Clutter Please:** Our home serves many purposes and is now our office, gym, classroom, castle, fortress, kids’ playground and many more things. We want to reduce clutter and improve quality of our homes and lives. Customers are wanting curated products, therefore, “Less is More”. Go to your showroom and look for products that compete with each other, are similar, and you have not sold for a while. Reduce the lower end of your offering as customers deserve, demand and want better flooring. One extra display from TDG can help you remove many nonproductive products – I am selfish to make you more successful.
- 9) **Anticipate Future Needs:** You know that three days to three weeks after hard surface is installed in your customer’s home he/she will be needing an area rug. Why would you not talk about it and proactively share adding one? Do you do that; I guess not? Sell the same square footage twice. Wow, this above statement has a great ring to it. Ask your TDG reps about our many area rug programs.
- 10) **Are We There Yet?** In last two years customers have exponentially become more comfortable purchasing flooring and big ticket items online. Do you have a website or a website that is functional with visualization, curation, and products with ABCD attributes? Nothing is more urgent than looking at your meaningful digital presence and enhancing it.

Bonus: Always be curious if we happen to life or life happens to us. I have been thinking about it for over 40 years; a conversation for next time. However, I can mathematically share with you that 90% of the time you happen to life, not the other way around; your success is in your hands, make it better every day.

I appreciate your love, friendship and critique to make me better person every day. Please do not stop as I have long way to go. I have not included my bookshelf, but if you would like a copy, please email me. Thank you for your continuous support.

Do your part to make this world and flooring industry better. Share these resolutions generously with others to make a difference in their lives.

**Respectfully,
Pami Bhullar**

Dedicated to the memory of my son, Supi Bhullar

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for the Floor Covering & Retail Professionals