



## 2025 RESOLUTIONS

for the Floor Covering Industry & all Retail Professionals

### MY PERSONAL NEW YEAR'S MESSAGE OF GRATITUDE

**Practice positivity and daily improvement because anything we do can be done better.**

**Ten two letter words behind your & team's success:  
IF IT IS TO BE, IT IS UP TO "ME" (you) or "US"**

### TO A BETTER 2025

**Greetings and Happy New Year friends.** I was a bit late and several of you asked about resolutions this week. Thank you for inspiring me to continue the tradition. As I continue my professional journey at The Dixie Group (TDG), my **New Year Resolutions, a tradition of over 25 years**, has remained consistent. TDG is the finest flooring manufacturer (I may be biased, but I can prove it). I am grateful for your insights, critiques, input, support, friendship, inspiration, and the knowledge you share with me. Your wisdom, kindness, evaluations, requests, and love make me a better person.

**Like any other year, 2024 seemed to go by fast.** Amidst the political noise and negativity, we all grew weary. Now, let's get to work. The flooring industry is projecting low single-digit growth. While pundits say that 10% of life is what happens to us (uncontrollable events), 90% is how we respond (controllables). Let us not settle for single digit growth, we can achieve more with proper planning and execution. Hopefully, three of the resolutions will help you achieve double-digit growth. Let us focus on making it happen and doing our 90%. Please accept my deepest and sincerest gratitude for your support.

**Welcome to 2025**, the start of a new year, new administration, new challenges, and new opportunities. With AI increasingly influencing our lives, we may feel we have less control. We are a year older, hopefully wiser, and more experienced. At the start of 2024, we had goals, resolutions, and projects to complete. While we finished some, others remain. Let us accomplish them this year. With renewed faith and gratitude for all our blessings, let us turn on the "HOW" switch and use the "CAN'T" switch less often. Let us make 2025 a year to remember.

**My 2025 personal resolution** is to continue my commitment to making this world a better and more positive place, helping you improve personally and professionally with a focus on your success. These are my personal views and thoughts, independent of TDG.

## New Year's Resolutions for Retail Professionals

**Select the three resolutions that resonate most with you to enhance your skills in 2025**

- 1) Activate the "HOW" Mindset:** Our brains are remarkable tools with various modes of operation. Focus on activating the "HOW" mindset while minimizing the use of the "CAN'T" mindset. Often, we convince ourselves with thoughts like, "I can't afford it, I can't do it, it can't be done, it won't happen," which leads our brains to make these outcomes a reality. For 2025, shift to asking, "How can I afford it? How can I do it? How can it be done? How would I achieve this or that?" During my travels, I speak to 30 to 40 RSPs weekly, and invariably, someone will find reasons why something won't work, even if the possibility is just 1%. This person has their "CAN'T" mindset activated. By focusing on the "HOW" mindset, your brain will work towards making things happen.
- 2) Focus on Your Growth Bucket:** In the flooring and other retail businesses, there are three key areas to attract paying customers: A) Company brand, traditional advertising, and efforts; B) Social Media; C) Personal efforts. What are you doing to "make it happen" for you? Effective planning and execution lead to higher success. Are you using social media effectively to grow your business, rather than posting irrelevant personal updates? Are you leveraging LinkedIn to connect with customers, consistently posting about your work, calling past customers for referrals, sending personalized thank you cards, utilizing available tools, sharpening your skills, and using Friends & Family gift certificates to generate more business? One-third of your business growth is in your hands (your Bucket); just ACT (Action Changes Things).

- 3) Improvement vs. Change:** While many resist change, everyone can improve. Everything can be done better with effort. By focusing on improvement and activating your “HOW” mindset, even a 1% improvement each month can lead to 13% growth by the end of the year due to compounding effects. I am here to help you achieve 10% to 13% growth. Industry growth is typically 2% to 3%, selling the best cushion can add about 1%, practicing RightSelling<sup>SM</sup> and conducting two Private Sales annually can contribute 6% to 7%, and leveraging Friends & Family reach can add about 1% to 2%. However, if your “CAN’T” mindset is active, these improvements won’t happen. These figures are based on a store with \$5M in retail sales volume.
- 4) The Importance of the Right Cushion:** Selling the best cushion can significantly impact sales growth, as customers are willing to pay 15 to 25 cents more per square foot if given a compelling reason. Stop selling “PAD” and switch to “Cushion” to enhance customer satisfaction. Cushion absorbs walking stress, protects carpet backing, and provides comfort. It is the foundation of quality, comfort, and performance, often overlooked until spills occur. The best carpet deserves the best cushion, and even average carpets benefit from it. Never skimp on the cushion; it typically costs \$100 to \$150 more per job, and when explained correctly, over 75% of customers are willing to pay. The best cushion, named “MY NAME IS BEST™,” is available for you to experience at the TDG booth at Surfaces. It is manufactured in partnership with Future Foam, order a sample and witness the difference.
- 5) Master The RightSelling<sup>SM</sup>:** For over 30 years, I have been refining and promoting RightSelling<sup>SM</sup>. This process involves partnering with the customer through five steps: 1) Introduction; a sincere welcome and care, 2) Qualifying by asking permission to ask questions and having a conversation about the customer’s project, 3) Explaining the process and empowering customers to lead and make informed decisions, 4) Product presentation, and 5) Completing the project by setting the right expectations, following up, and following through. Your customers deserve a complete and comprehensive buying experience without skipping steps.
- 6) Redesign “YOU”:** Adapt your routine to new realities. The market is evolving, customer behaviors are changing, and technologies are advancing. If you continue doing what you’ve always done, you’ll achieve the same results. To achieve better outcomes, we must continuously improve and redesign our routines. Small daily improvements can lead to significant changes. Embrace the “NEW” YOU this year.
- 7) Make Assumptions in Your Favor:** Assumptions can be both right and wrong. Always make assumptions that work in your favor. If you assume it will be a bad day, or this customer will not buy, your mind, body, and soul will work towards that outcome. Conversely, if you assume success, you set yourself up for positive results. As Nelson Mandela said, “Everything seems impossible until it is done.” Believe in yourself and assume you can achieve your goals; you’re already halfway there.
- 8) Develop Your Sixth Sense:** In the Western world, having a sixth sense is often seen as possessing extraordinary intelligence. In the Eastern world, “FOCUS” is considered the sixth sense. Our five senses—sight, hearing, smell, taste, and touch—are all designed to help us focus. Whatever you focus on becomes clearer and grows. Successful leaders have honed their sixth sense; you can do the same.
- 9) Stop Selling:** Customers prefer to buy from those who understand their needs, values, and create partnerships. Instead of making a sale or gaining a customer, aim to create an ambassador. Your mission should be to inspire each customer to champion your cause and recommend you to others. The guiding principle for exceptional success is “Making Ambassadors” - focus on this North Star.
- 10) Be Proud of the Flooring Industry:** It’s concerning that many of us feel uncomfortable or hesitant to proudly share that we sell flooring. Flooring is an industry that touches every human being on the planet. Everyone walks on some type of floor—be it dirt, concrete, carpet, wood, tile, or stone. Therefore, all eight billion humans are potential customers. When you tell people what you do, they become prospects; when they buy from you, they become clients; and when you provide an exceptional experience, they become ambassadors. Make it a goal to tell at least five people every day what you do.

**Bonus – Harness The Power of One:** Each of you possesses the power of “ONE.” The difference between average and amazing, good and great, ordinary and extraordinary is the one extra effort you make. It could be one more call to a customer, one more effort, one more product, one more presentation, one more social media post, one more LinkedIn connection, or one more trusting relationship with your representative. Get to know and respect your reps; they can create amazing opportunities for you. Do something special for your co-workers; they will deliver magic when you need it most.

**Respectfully,  
Pami Bhullar**

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