

The Interfloor Profit Ability Programme



The new in-store marketing programme that helps you to

Increase sales

Improve product mix

Enhance customer service

Duralay[®]

TREDAIRE[®]

interfloor
INTERFLOOR LIMITED

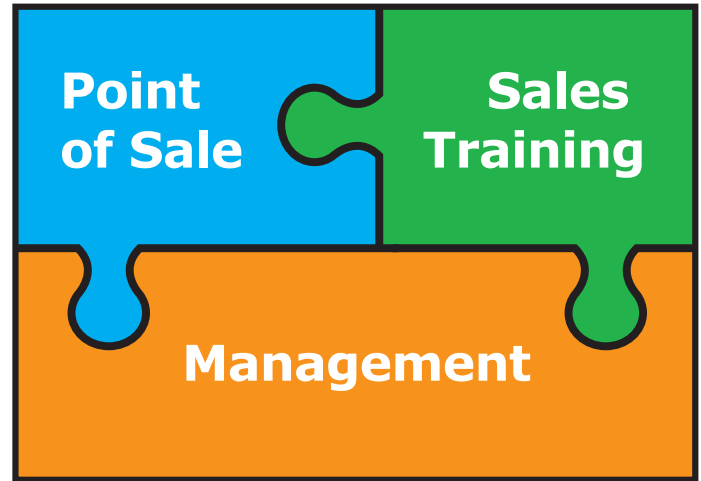
What is Profit Ability?

Profit Ability is a highly effective, new marketing programme that helps retailers increase their underlay sales and enhance their customer service.

The programme comprises three key components: point of sale, sales training and management.

Based on extensive consumer research, and tested thoroughly in a wide range of carpet retailers across the UK, Profit Ability can help to grow underlay sales by up to 40%.

The average underlay sales volume increase is over 20%.



Selling the benefits of underlay

The point of sale and sales training emphasise the simple benefits of underlay.

New underlay makes the carpet:

- **Feel better** (new underlay can make the carpet feel luxurious underfoot)
- **Look better** (new underlay will help to sustain the appearance of the carpet)
- **Last longer** (new underlay will ensure that the carpet lasts for its expected life)

Our research shows that over 80% of consumers who don't buy underlay didn't understand these benefits. When they do, and when they can feel the difference that underlay makes, they are much more likely to buy.

How does Profit Ability work?

Profit Ability helps to grow underlay sales by its impact on the three key people in the store:

1 The Customer

- by communicating the benefits of underlay in a clear and simple manner through effective point of sale and improved selling.
- by encouraging the customer to feel the difference that underlay makes. It's a sensory experience that customers will understand and value.

2 The Retail Salesperson

- by giving them the basic knowledge to sell the benefits of underlay and handle any customer objections comfortably.
- by giving them point of sale support which they can use to describe the benefits to the customer.

3 The Store Manager

- by enabling them to measure underlay conversion (the volume of underlay sold as a % of carpet volume) and underlay product mix, and the improvement they have achieved.
- by developing a greater understanding of how sales performance can be continuously improved.

Consumers really can feel the difference

The centrepiece of the point of sale is the new underlay stand.

This highly innovative stand, whose design has been registered across the European Union, is designed to promote the store's range of comfortable underlays. Consumers are encouraged to try out the underlays by comparing the difference between the same carpet without underlay, with good underlay and with the best (most comfortable) underlay that the store sells.

Over 90% of consumers say that they found the stand useful.

It will help retailers sell more, and better, underlay.



Registered design in the E.U.
(No. 000634977-0001)

How Profit Ability can help to grow your profits

Profit Ability can help you to grow your profits in three ways:

1. Increasing your underlay conversion rate

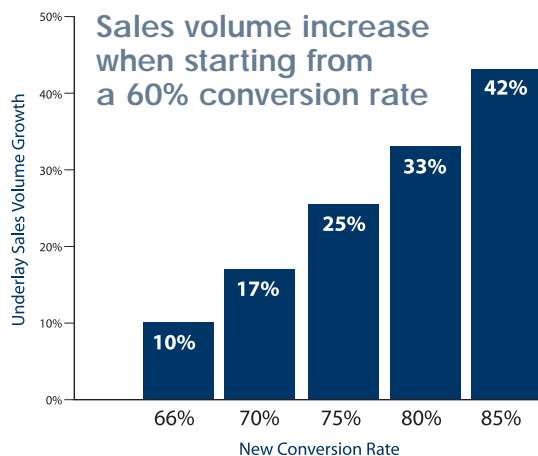
For example an increase in underlay conversion rate from 60% to 70% equates to a 17% increase in sales volumes.

2. Improving your product mix

By encouraging consumers to try out the best underlay they should be more likely to purchase the better quality products.

3. Improving consumer satisfaction & retention

Consumers who purchase underlay are 44% more "delighted" with their carpet purchase than consumers who didn't buy underlay. This should make them more likely to return to the store for their next purchase.



The average sales volume growth from Profit Ability is over 20%

The growth in profit can be substantial.....

Underlay Purchases	Underlay Sales	Underlay Gross Profit	10% volume growth	20% volume growth	50% volume growth
£5,000	£17,857	£12,857	£1,286	£2,571	£6,429
£10,000	£35,714	£25,714	£2,571	£5,143	£12,857
£20,000	£71,429	£51,429	£5,143	£10,286	£25,714
£40,000	£142,857	£102,857	£10,286	£20,571	£51,429
£60,000	£214,286	£154,286	£15,429	£30,857	£77,143
£100,000	£357,143	£257,143	£25,714	£51,429	£128,572

Based on average 72% gross profit

The Profit Ability Programme: what you get



Point of sale Items

- 1 **1 x Underlay Stand** STAND A = H: 1.86m W: 1.35m D: 0.88m
STAND B = H: 1.86m W: 0.89m D: 0.80m
 - 2 **5 x Hanging Boards**
(3 x Feel Better, 2 x Last Longer)
(2 Sided - H: 1.016m W: 0.508m)
 - 3 **2 x Posters**
(1 x Feel Better, 1 x Last Longer)
(H: 1.016m W: 0.762m)
 - 4 **20 x Hanging Samples**
(15 x Feel Better, 5 x Last Longer)
(A3 - H: 420mm W: 297mm)
 - 5 **1 x Door Decal** (A5 - H: 210mm W: 148mm)
 - 6 **3 x Swatch Books** (H: 430mm W: 305mm D: 50mm)
 - 7 **3 x Desk Stands** (H: 270mm W: 210mm D: 150mm)
 - 8 **500 x Pre-Purchase Leaflets** (4 pg - H: 210mm W: 99mm)
 - 9 **500 x Post-Purchase Leaflets** (2 pg - H: 210mm W: 99mm)
 - 10 **40 x Carpet Swing Tags** (A5 - H: 210mm W: 148mm)
- Delivery & Installation

Sales Training

- Interfloor Profit Ability training booklet: "How to sell more underlay and make your customers happy"
- In-store support from your Interfloor Territory Manager



Management

- Store Manager's measurement kit:
 - Conversion monitoring forms
 - Performance improvement forms
 - Performance improvement spreadsheet (if required)
- In-store support from your Interfloor Territory Manager
- Telephone support from Interfloor's Marketing Team



Package including Stand A

£395 +VAT

Package including Stand B

£345 +VAT

For more information contact:

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