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SELLING IN THE RECESSION

Interfloor has recently completed a survey with retailers to find out how they are coping with the recession. The results are published in an Interfloor News Special Edition called, "Selling in the recession – retailers' top selling tips".

"We asked many of our retail customers what they were doing to improve the sales of underlay and flooring accessories at present," said Steve Woodhead, Interfloor marketing director, "and they gave us some excellent tips. We've picked what we think are the ten best ones and we've published them so that a wider audience can benefit from them. Our customers have told us how they cross sell, up-sell and even sell to those consumers who wouldn't otherwise have bought at all. Most of the ideas are plain, common sense but if they help to get an extra order or two we think it's worth it."



If you would like a copy of the Interfloor News Special Edition, "Selling in the recession – retailers' top selling tips" just contact your local Interfloor account manager or call the sales office on (01706) 238810.