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NEW TRAINING INITIATIVE TO HELP BOOST SALES

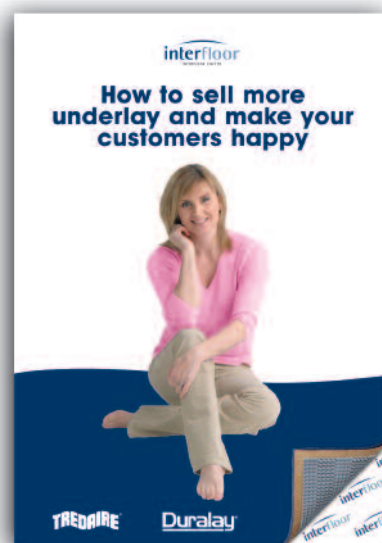
A new 16-page booklet has been launched to help retailers train their staff on understanding and selling the benefits of new underlay to their customers.

With less than half of consumers buying a new underlay when they buy new carpet, there's a big untapped sales and profit opportunity. The booklet contains findings of research showing why consumers buy underlay and importantly why they don't! Underfoot comfort and carpet durability are the main reasons for buying followed by noise and heat insulation and finally enhancing carpet appearance.

Of the 51% of consumers who don't buy a new carpet underlay the top reason (64%) they give is because they want to use their old underlay. Other reasons include:

- they didn't feel underlay was necessary
- they bought carpet with a secondary backing
- nobody in the store suggested a new underlay
- they thought underlay was too expensive
- a belief underlay doesn't make the carpet better
- using the old carpet as underlay!

The training booklet, available FREE to retailers, counters these consumer objections with positive responses. "It is important staff understand their customer's needs and 'sell' the benefits of new underlay to match these needs," said Interfloor marketing director Steve Woodhead.

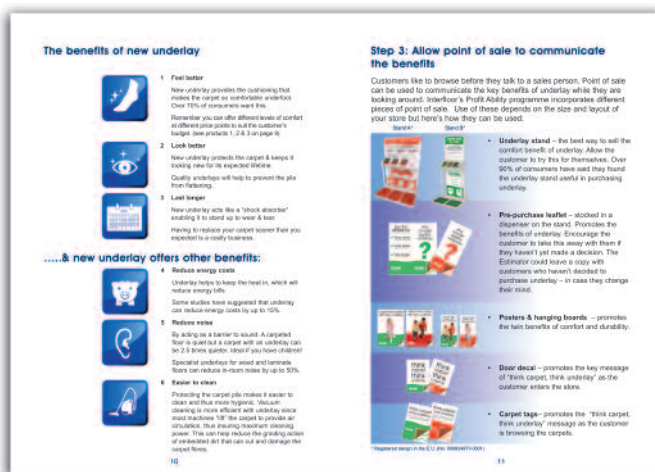


“I’ve spoken to many retailers who appreciate the benefits underlay offers to their business. However, they also recognise the need for good training materials to enhance the development of their staff. Our new training booklet is designed to help achieve this.”

The new booklet called ‘How to sell more underlay and make your customers happy’ shows retail sales professionals how to define the consumers’ needs for a range of underlay products throughout the home. It illustrates how point of sale can be used to convey underlay benefits in the store and advises how best to use the marketing tools that Interfloor offers. The booklet also shows how best to respond to some of the most common objections customers have to purchasing a new underlay.



The booklet identifies the most common applications for underlay in the home and suggests how retailers can offer a range of underlays to meet these needs...



...and summarises the benefits of new underlay and demonstrates how effective point of sale can communicate this to consumers

For more information contact your Interfloor account manager or call the sales office on (01706) 238810.