



Turn a Shopper into a Buyer

Let's transform 'I'm just looking' into 'I'll take it.'



Systems for Success

Presented by:

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Implementation

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Why are you here?



Every sale counts.



You don't have customers flooding your phone lines or swarming your showroom, so you have to make the most of those who do turn up.



If you have 100 inquiries and close only 10 of those sales, your batting average will be dismal as will your bottom line.



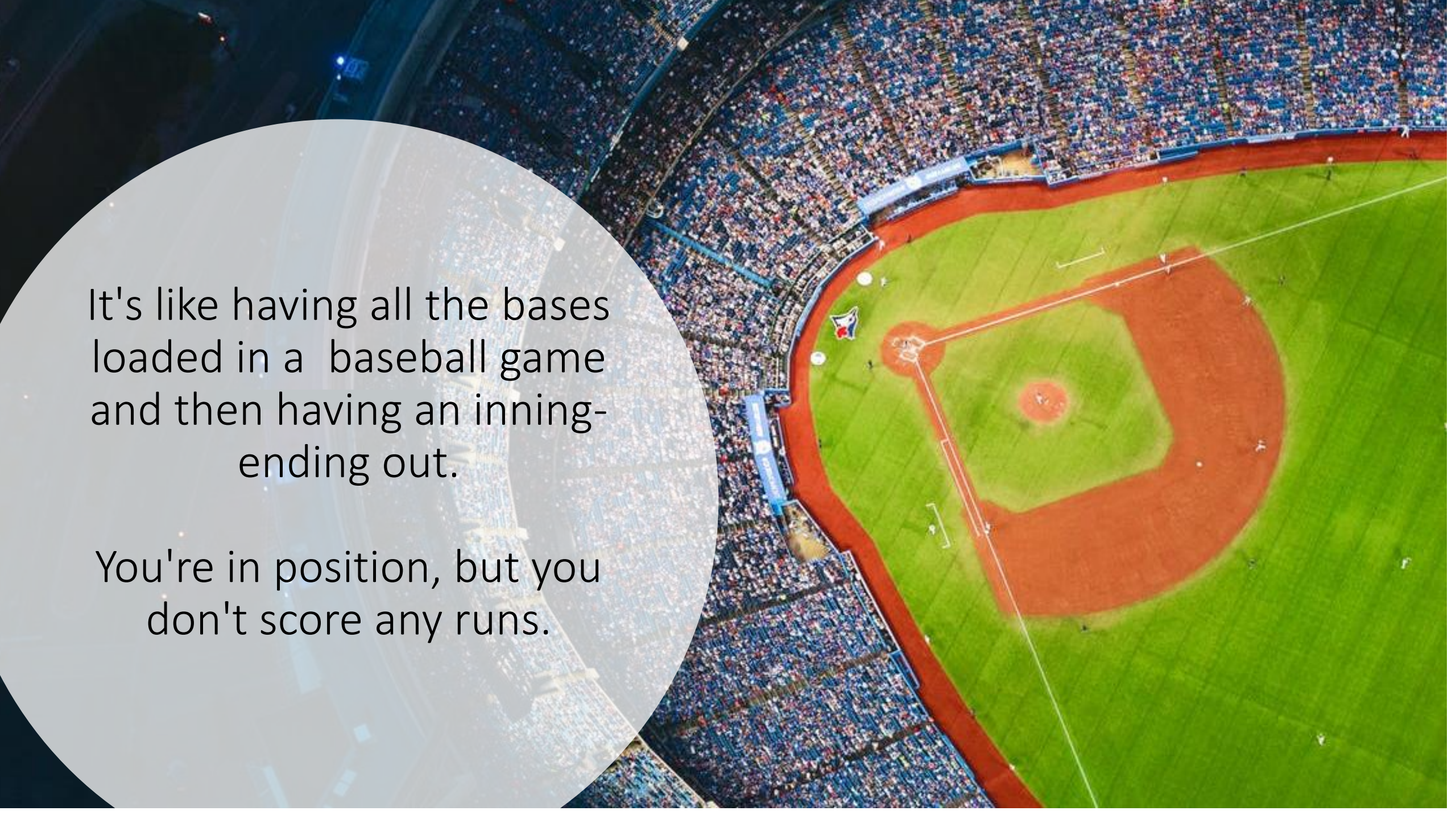
You invest time, energy and money into promoting your business with ads, door hangers, direct mail coupons and marketing tools.



The fewer shoppers you convert into buyers, the higher your cost per customer acquisition.



Does losing a sale makes you want
to scream? |

An aerial photograph of a baseball stadium at night, filled with a large crowd of spectators. The field is visible, with its green grass and brown dirt base paths. The stadium lights are on, and the sky is dark. A large, semi-transparent white circle is overlaid on the left side of the image, containing text.

It's like having all the bases
loaded in a baseball game
and then having an inning-
ending out.

You're in position, but you
don't score any runs.



Where do I
start?

It's all about the numbers...



WHEN IS YOUR STORE TRAFFIC
HIGHEST?



HAVE YOU INVESTED IN LEAD TRACKING?

Calculating your Closing Ratio



The first step in increasing sales is to calculate your actual conversion rate.



Compare the number of store visitors to the number of actual sales.

How do I
calculate my
closing ratio
in RFMS?



CMM REPORTING

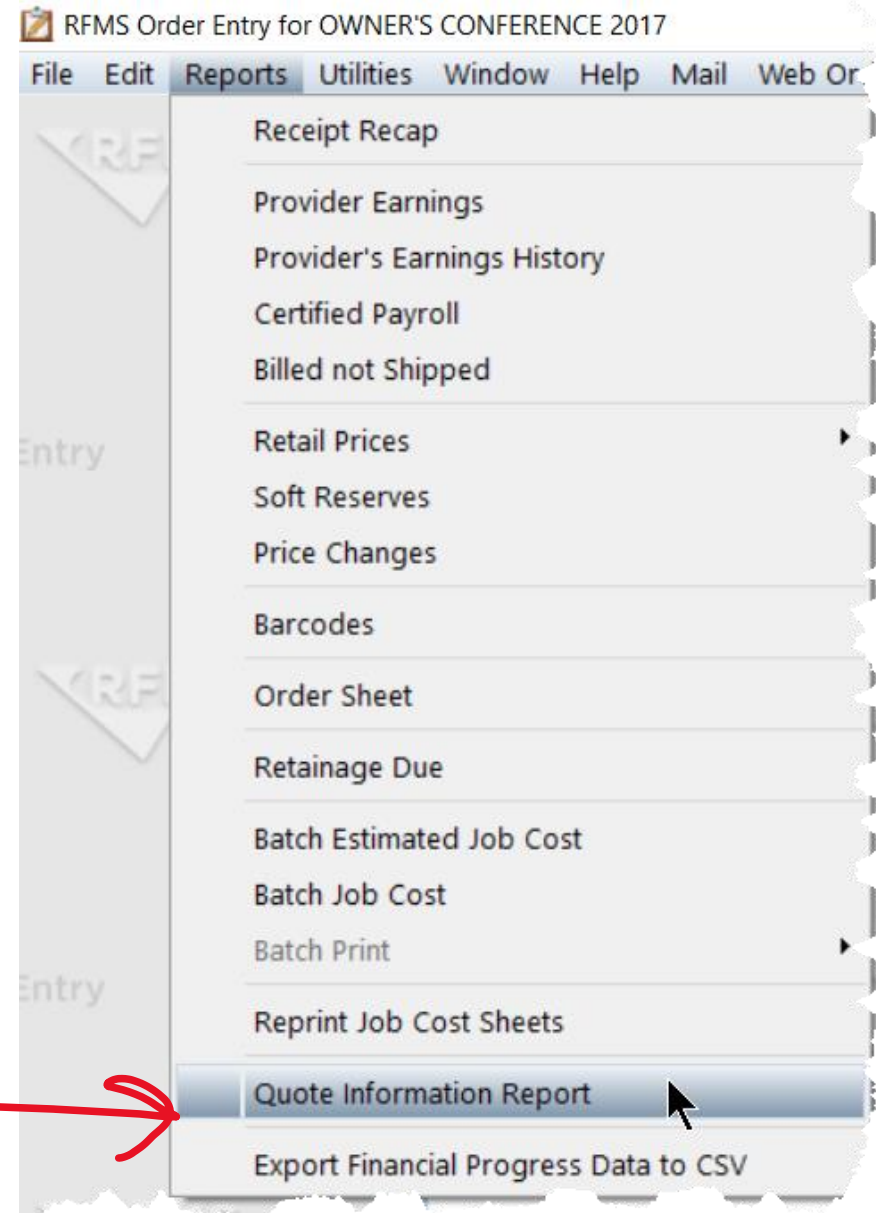


BUSINESS INSIGHTS



MANUALLY WITH
QUOTE REPORTING

Quote Information Report



Quote Information Report

Report On

☐ Quotes Not Exported

☐ Exported Only

☒ Both Reports

Date Range

Start Date

06/01/19

F8

End Date

06/30/19

F8

Sort Order

☒ Customer Type / Invoice Number

☐ Invoice Number

☐ Job Num/TB / Invoice Number

☐ Salesperson / Invoice Number

☐ Salesperson / Customer Type

☐ Salesperson / Job Num/TB

☐ Days To Conversion

☐ Customer Name / Invoice Number

☐ Salesperson / Customer Name

Stores

1"

2"

3"

☐ Combined

Customer Types

BUILDER

CASH & CARRY

CLAIM - REPAIR

CLAIM - REPLACE

CLAIM - RETURN

COMMERCIAL

DESIGNER

EDUCATION

GOVERNMENT

HEALTHCARE

HOSPITALITY

INSTALLER

MULTI-FAMILY

MULTIFAMILY

REALTOR

RETAIL

Sales People

ALICE THOMAS

BRIAN FREESE

BRUCE BLOOMER

HOUSE

JANET KAISER

JENNIFER KING

JERRY RICE

JOE MONTANA

JOEY DENSON

KERRI IRELAND

KIM DELOZIER

LISA PARKER

RAHUL KARADI

RJ PETERSEN

RUBY MASSEY

STEVE MARTIN

☐ Filter By Converted Days (Exported Only)

☐ 0 - 7

☐ 8 - 14

☐ 15 - 21

☐ 22 - 30

☐ 31 - 60

☐ 61 - 90

☐ 91 - 120

☐ 120 >

Print Options

☐ Page break on sort changes

☐ Include Marketing information

☐ Print Summary Only

☒ Print Preview

☐ Print greenbar

☒ Output CSV To: RFMSCSV.CSV

** Report parameters apply to the primary quotes only. Related quotes are not included in report totals. **

Print

Exit

06/13/19
05:19AM

OWNER'S CONFERENCE 2017

Quotes Information Report

Quoted Sales Report: 02/28/00 To: 06/30/19

For Store Location "1"

Invoice Number	Quote Date	Customer Name	Exported Date	Est. Del. Date	Material	Inst Svc	Misc Charge	Net Sale	Gross Profit %	Invoice Total	Days to Conversion
Sales for RETAIL											
ES700003	O 02/28/17	ALFORD,DARREL		03/02/17	13,675.66	769.31	0.00	14,444.97	44.62%	14,444.97	Not Converted
ES700004	O 02/28/17	VILLARREAL,RHODA		03/02/17	4,900.15	769.31	0.00	5,669.46	-10.92%	5,669.46	Not Converted
ES700007	O 03/01/17	SYKES,JULIE			36,636.08	1,670.90	0.00	38,306.98	41.14%	38,306.98	Not Converted
ES700009	O 03/01/17	MANNING,COLE			3,423.95	1,232.68	0.00	4,656.63	23.52%	4,656.63	Not Converted
ES700011	O 03/01/17	GARZA,PERRY		03/03/17	1,719.76	372.55	0.00	2,092.31	51.72%	2,092.31	Not Converted
ES700013	O 03/01/17	CASTILLO,TATUM		03/01/17	5,576.07	2,088.03	0.00	7,664.10	-100.00%	7,664.10	Not Converted
ES700015	O 03/01/17	MCFADDEN,CLARK			1,038.14	245.68	0.00	1,283.82	52.23%	1,283.82	Not Converted
ES700016	O 03/01/17	GARRISON,REECE		03/01/17	2,867.12	704.70	0.00	3,571.82	-42.27%	3,571.82	Not Converted
ES700018	O 03/01/17	AUSTIN,HAVIVA			12,485.02	200.00	0.00	12,685.02	39.57%	12,685.02	Not Converted
ES700019	O 03/01/17	ALSTON,CASEY			2,002.40	998.00	0.00	3,000.40	50.62%	3,000.40	Not Converted
ES700032	O 03/04/17	PORTER,ARMAND		02/22/22	178.97	0.00	0.00	178.97	56.04%	193.29	Not Converted
ES700037	O 03/17/17	ALSTON,CASEY			0.00	0.00	0.00	0.00	0.00%	0.00	Not Converted
Subtotals for RETAIL					84,503.32	9,051.16	0.00	93,554.48	23.22%	93,568.80	
(12 Orders, Avg \$7,797.40)											
Totals for Store "1"					84,503.32	9,051.16	0.00	93,554.48	23.22%	93,568.80	
(12 Orders - Avg \$7,797.40)											

06/13/19
05:19AM

OWNER'S CONFERENCE 2017
Quotes Information Report
Exported Sales Report: 02/28/00 To: 06/30/19
For Store Location "1"

Invoice Number	Quote Date	Customer Name	Exported Date	Est. Del. Date	Material	Inst Svc	Misc Charge	Net Sale	Gross Profit %	Invoice Total	Days to Conversion
Sales for RETAIL											
ES700001	02/27/17	BRADY,DENNIS	03/01/17		3,423.95	1,232.68	0.00	4,656.63	23.09%	4,656.63	2 Days
ES700002	02/27/17	FRANCO,GEORGE	03/01/17		1,928.22	704.70	0.00	2,632.92	-88.04%	2,632.92	2 Days
ES700005	03/01/17	FRANCO,GEORGE	03/01/17	03/03/17	1,719.76	372.55	0.00	2,092.31	51.72%	2,092.31	0 Days
ES700008	03/01/17	CARR,LEAH	03/01/17	03/01/17	5,576.07	2,088.03	0.00	7,664.10	-100.00%	7,664.10	0 Days
ES700010	03/01/17	ATKINS,KEEFE	03/01/17	03/01/17	1,928.22	704.70	0.00	2,632.92	-88.04%	2,632.92	0 Days
ES700012	03/01/17	TERRELL,RANDALL	03/01/17		36,636.08	1,670.90	0.00	38,306.98	41.14%	38,306.98	0 Days
ES700014	03/01/17	MCCOY,SONYA	03/01/17		2,385.81	987.00	0.00	3,372.81	11.60%	3,372.81	0 Days
ES700017	03/01/17	ALLISON,EAGAN	03/10/17		1,130.00	1,108.20	0.00	2,238.20	39.92%	2,238.20	9 Days
ES700020	03/03/17	CAREY,KASPER	03/03/17		3,423.95	1,232.68	0.00	4,656.63	23.52%	4,656.63	0 Days
ES700021	03/03/17	GILLIAM,FULTON	03/03/17	03/01/17	2,298.74	704.70	0.00	3,003.44	-61.84%	3,003.44	0 Days
ES700022	03/03/17	WILLIS,CHANCELLOR	03/03/17	03/03/17	1,814.45	372.55	0.00	2,187.00	37.15%	2,187.00	0 Days
ES700023	03/03/17	NOEL,MEREDITH	03/03/17		15,590.58	1,670.90	0.00	17,261.48	-30.62%	17,261.48	0 Days
ES700024	03/03/17	CHANDLER,MAYA	03/03/17	03/01/17	7,165.42	2,088.03	0.00	9,253.45	-100.00%	9,253.45	0 Days
ES700025	03/03/17	ZIMMERMAN,JUSTINE	03/03/17		3,423.95	1,232.68	0.00	4,656.63	22.80%	4,656.63	0 Days
ES700026	03/03/17	BALDWIN,LEE	03/03/17	03/01/17	2,110.21	704.70	0.00	2,814.91	-75.88%	2,814.91	0 Days
ES700027	03/03/17	WILSON,SIERRA	03/03/17	03/03/17	1,719.76	372.55	0.00	2,092.31	52.17%	2,092.31	0 Days
ES700028	03/03/17	CHANG,SLOANE	03/03/17		67,213.80	3,034.90	0.00	70,248.70	46.43%	70,248.70	0 Days

CMM Reporting

RFMS Client Management: Commercial Project Manager for OWNER'S CONFERENCE 2017

File Edit Utilities Window Help Mail Navigator

Workbench for RJ PETERSEN

Reports

Preview Output To ☒ Printer ☐ Email PDF ☐ PDF ☐ MS Word Output Directory C:\

Prospects & Customers Sales Performance Contacts Products Activity Reports

Filters for Sales Performance Reports

Salesperson F8

Customer Type F8

City F8

State

Region F8

Date Range 06/01/19 F8 and 06/30/19 F8

Reports

Conversion Reports by Salesperson

☐ Sales Leads to Orders

☐ Quotes & Estimates to Orders

☐ Prospects & Customers to Orders

Status Reports by Salesperson

☐ Sales Leads ALL

☐ Quotes, Estimates & Orders

Summary Reports by Salesperson

☐ Sales Leads Aging

☐ Overall Performance

SALES PERFORMANCE: CONVERSION OF QUOTES AND BID PRO ESTIMATES TO ORDERS

Date Range: 01/01/80 to 06/30/19

Salesperson	Quotes & Estimates	Quote & Est Avg GP	Avg Quote & Est	Orders	Order Avg GP	Avg Order	Success %	Lost Sales
ALICE THOMAS	2	42%	\$41,315	1	0%	\$8,680	50%	\$8,680
BRIAN FREESE	48	29%	\$3,403	33	0%	\$3,040	69%	\$45,595
BRUCE BLOOMER	39	3%	\$11,323	23	0%	\$11,206	59%	\$179,290
JANET KAISER	9	46%	\$5,257	7	0%	\$6,270	78%	\$12,540
JERRY RICE	40	23%	\$75,954	36	0%	\$61,522	90%	\$246,087
JOE MONTANA	8	40%	\$12,685	7	0%	\$12,141	88%	\$12,141
JOEY DENSON	1	0%	\$0	0	0%	\$0	0%	\$56,133
KERRI IRELAND	23	26%	\$5,544	8	0%	\$6,321	35%	\$94,814
LISA PARKER	42	30%	\$118,427	42	10%	\$51,826	100%	\$0
RJ PETERSEN	6	20%	\$1,500,000	6	3%	\$750,004	100%	\$0
RUBY MASSEY	2	34%	\$11,193	2	17%	\$83,665	100%	\$0
STEVE MARTIN	11	20%	\$25,624	10	0%	\$21,824	91%	\$21,824
	231	24%	\$79,135	175	0%	\$56,133	76%	\$677,103



Business Insights

- What is BI?
- Business Insights offers you the ability to create custom benchmarks and compare your company's performance to your peers
- Make educated business decisions based on your data and industry trends

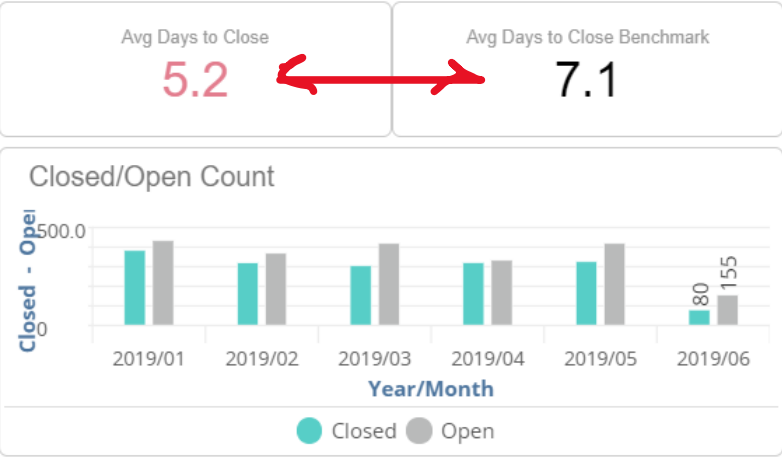
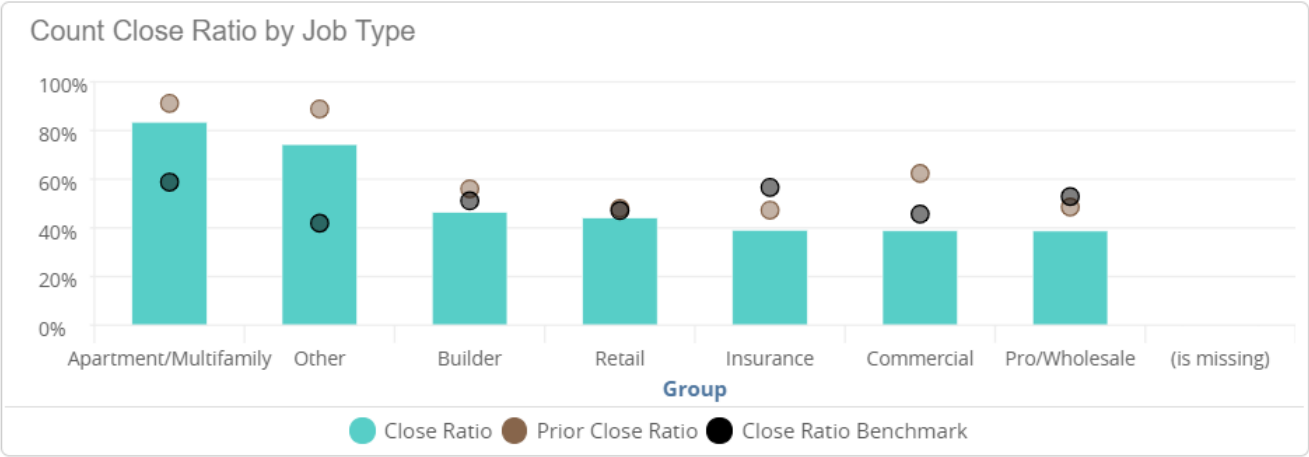
Quotes ▾ / Overview ▾

= Year Over Year = 01/01/2019 = 06/11/2019

Quotes Overview

This Dashboard reflects RFMS Quotes Data Updated through: 06-11-2019

Closed Quotes Value \$4,466,173	Open Quotes Value \$9,769,061	Value Close Ratio 31.4%	Prior Value Close Ratio 43.4%	Value Close Ratio Change ↓ -12.00%	Value Close Ratio Benchmark 38.4%
Closed Quotes Count 1,737	Open Quotes Count 2,129	Count Close Ratio 44.9%	Count Close Ratio Prior 51.8%	Count Close Ratio Change ↓ -6.85%	Count Close Ratio Benchmark 47.8%



Quotes ▾ / Closed Quotes Performance ▾

= Year Over Year = 01/01/2019 = 06/11/2019

Closed Quotes Performance

This Dashboard reflects RFMS Quotes Data Updated through: 06-11-2019



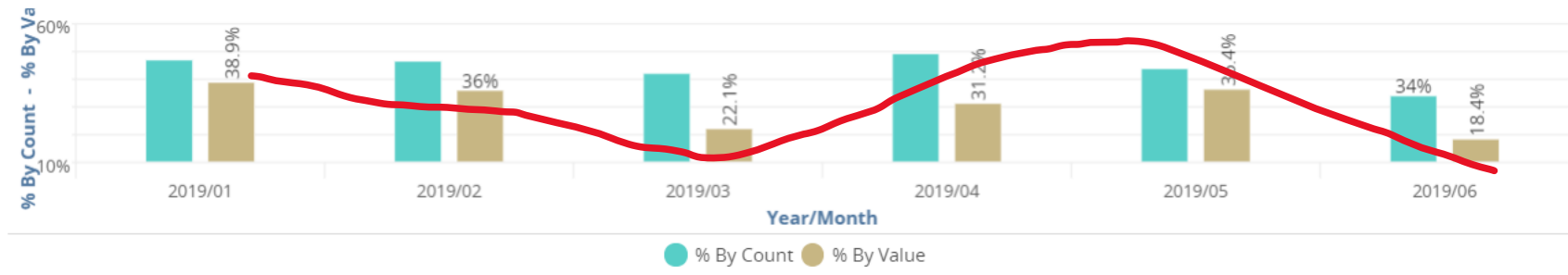
Avg Close Ratio by Count
44.9%

Count Close Ratio Benchmark
47.8%

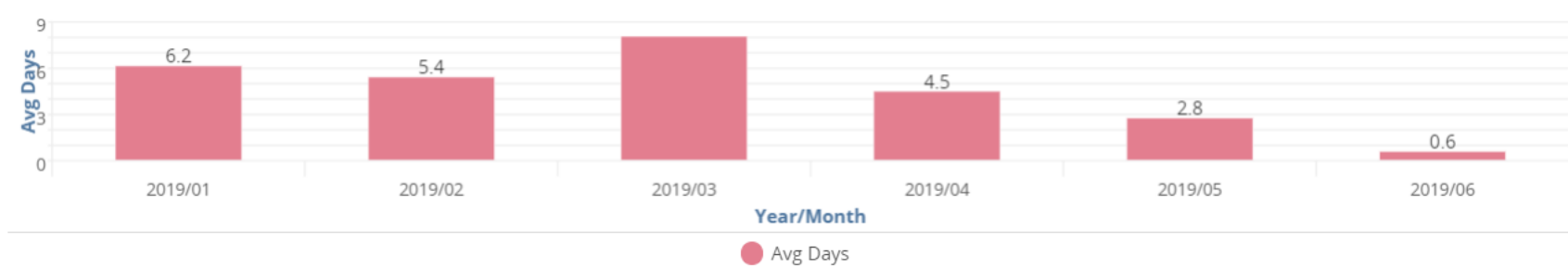
Avg Close Ratio by Value
31.4%

Value Close Ratio Benchmark
38.4%

Close Ratio by Quote Count & Value



Avg Days To Close



Closed Quote Count

\$ 500.0

Quotes ▾ / Open Quotes Status ▾

Open Quotes Status

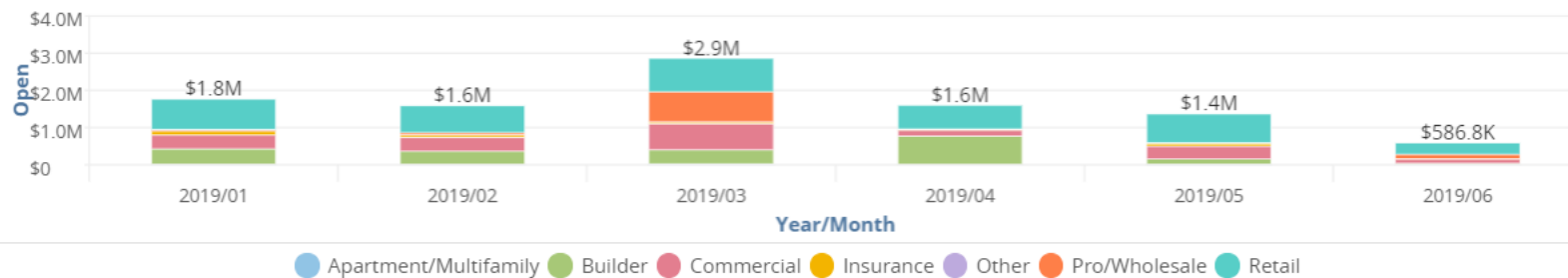
This Dashboard reflects RFMS Quotes Data Updated through: 06-11-2019

Open Quotes Value
\$9,769,061

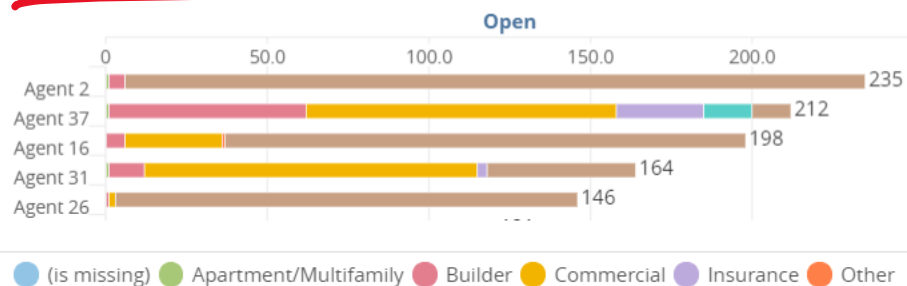
Open Quotes Count
2,129

Open Quotes Avg Days
81.8

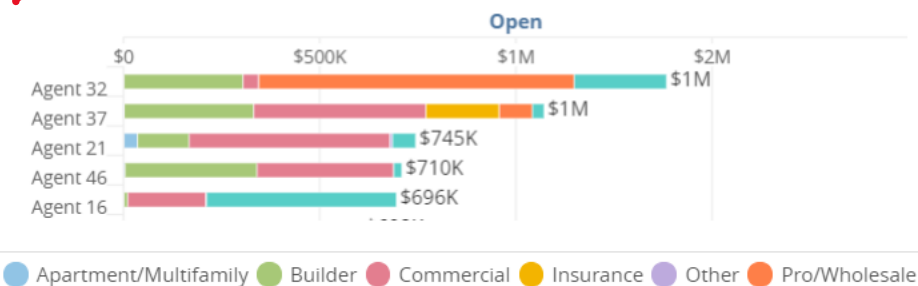
Quotes - Open Value



Quotes Count - Open by Sales Agent



Quotes Value - Open by Sales Agent



Hide Detail ▾

Quotes ▾ / Sales Agent Performance ▾

= Year Over Year

= 01/01/2019

= 06/11/2019

Sales Agent Performance

This Dashboard reflects RFMS Quotes Data Updated through: 06-11-2019



Closed Quotes Value
\$4,466,173

Open Quotes Value
\$9,769,061

Close Ratio by Value
31.4%

Prior Value Close Ratio
43.4%

Close Ratio by Value Change
↓ -12.00%

Value Close Ratio Benchmark
38.4%

Closed Quotes Count
1,737

Open Quotes Count
2,129

Close Ratio by Count
44.9%

Count Close Ratio Prior
51.8%

Close Ratio by Value Change
↓ -6.85%

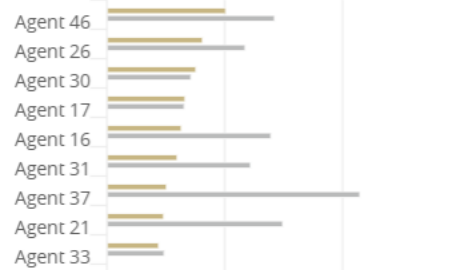
Count Close Ratio Benchmark
47.8%

Quotes - Count



● Closed ● Open

Quotes - Value



● Closed ● Open

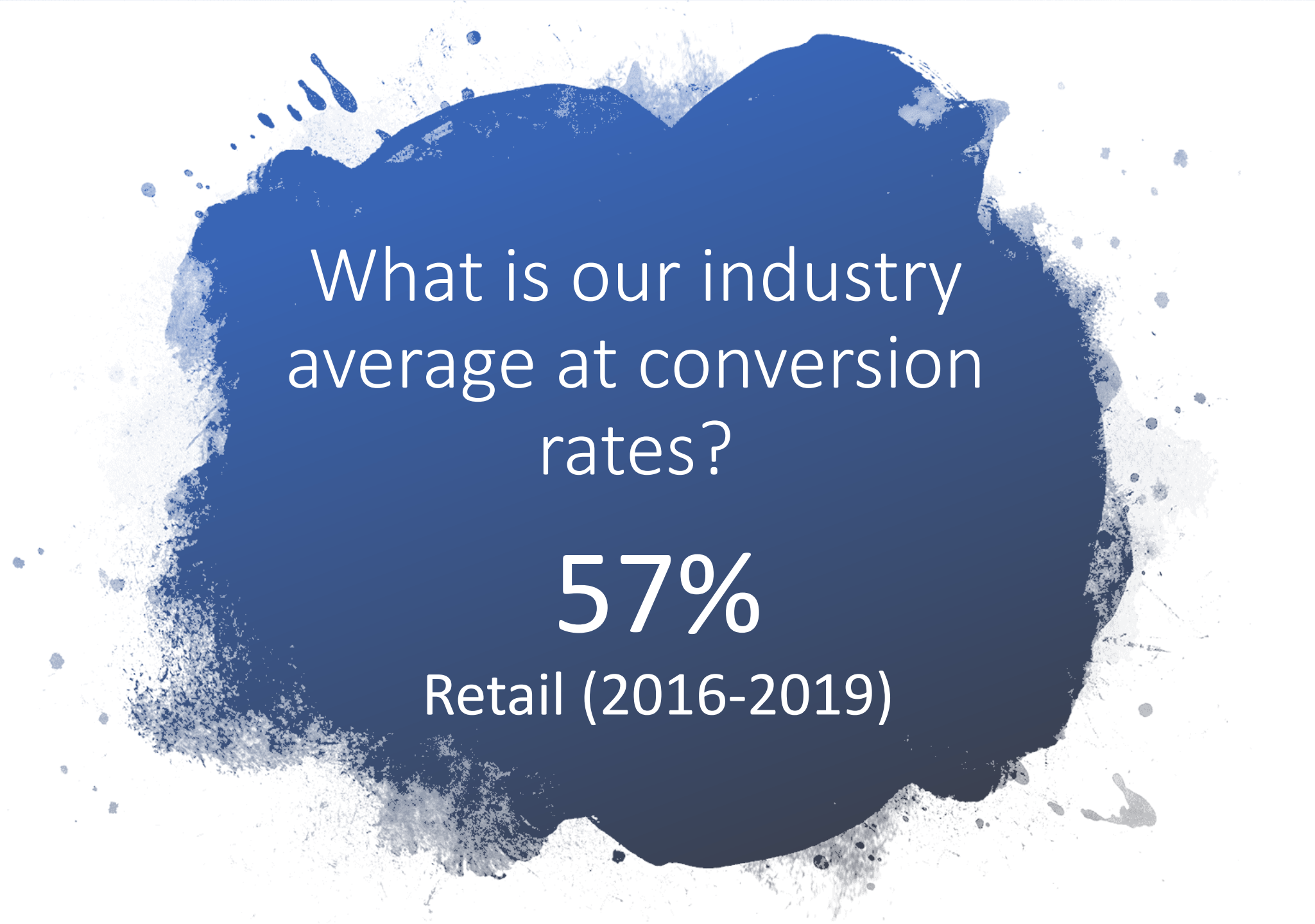
Avg Days to Close
5.2

Avg Days to Close Benchmark
7.1

Avg Days To Close



● Avg Days To Close ● Avg Days to Close Benchmark

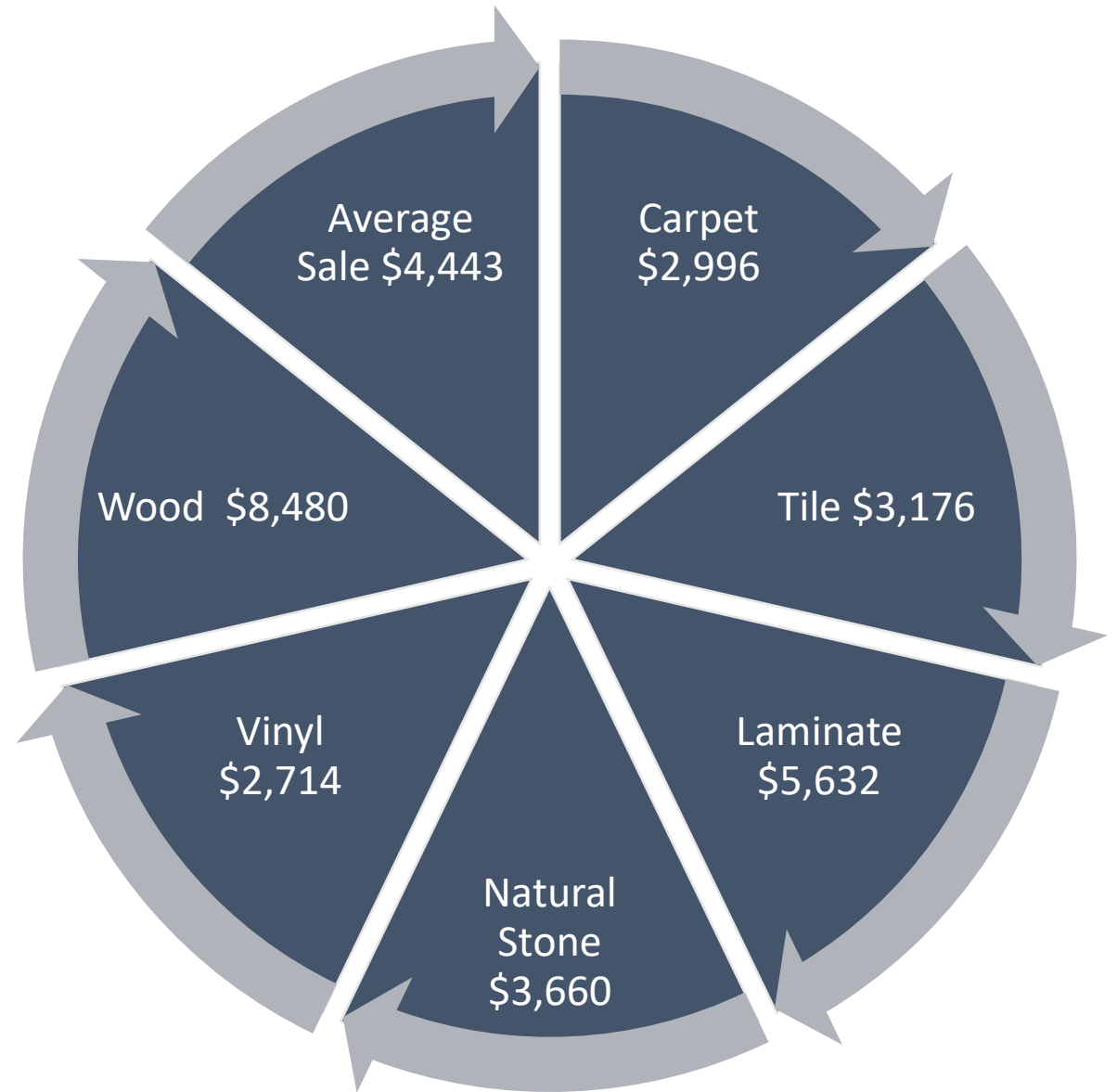


What is our industry
average at conversion
rates?

57%

Retail (2016-2019)

Close 1 more
sale per week
and increase
profits over
100k annually
(based on 45%
GP)



Salespeople Need Direction

- *Most Salespeople need a better understanding of “SELLING”*
- *48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT*
- *25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP*
- *12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP*
- *15% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS*

- *What really happens with sales closes*
- *2% OF SALES ARE MADE ON THE FIRST CONTACT*
- *3% OF SALES ARE MADE ON THE SECOND CONTACT*
- *5% OF SALES ARE MADE ON THE THIRD CONTACT*
- *10% OF SALES ARE MADE ON THE FOURTH CONTACT*
- *80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT*



Strategies to help!

Know your
Customer

Understand why
your shoppers
aren't buying.

Schedule staff
around store
traffic.

Stress your unique
selling proposition

Identify
bottlenecks in
your sales process

Engage with
customers on a
personal level.

Support the needs
of the connected
consumer.

Improve your
Digital Footprint

Get Mobile!

Know your Customer

- Customer excited about purchase when they get to our showroom
- Average customer has spent more than 3 hours on websites
- Truly a “Prospect” not just a “lead”
- Statistics prove the first 90 seconds are when a perception judgement is made by the customer



Customers Expect Immediate Pricing Information

- Budget “shock” is the number 2 reason for customer not buying
- Remember the customer has been on websites with “pricing”
- Has seen your promotional ad with “pricing”
- Need to understand the “full” price of the project
- Critical that your salespeople understand and can identify those items
- Add-on services that customer has not “researched” can kill the sale.



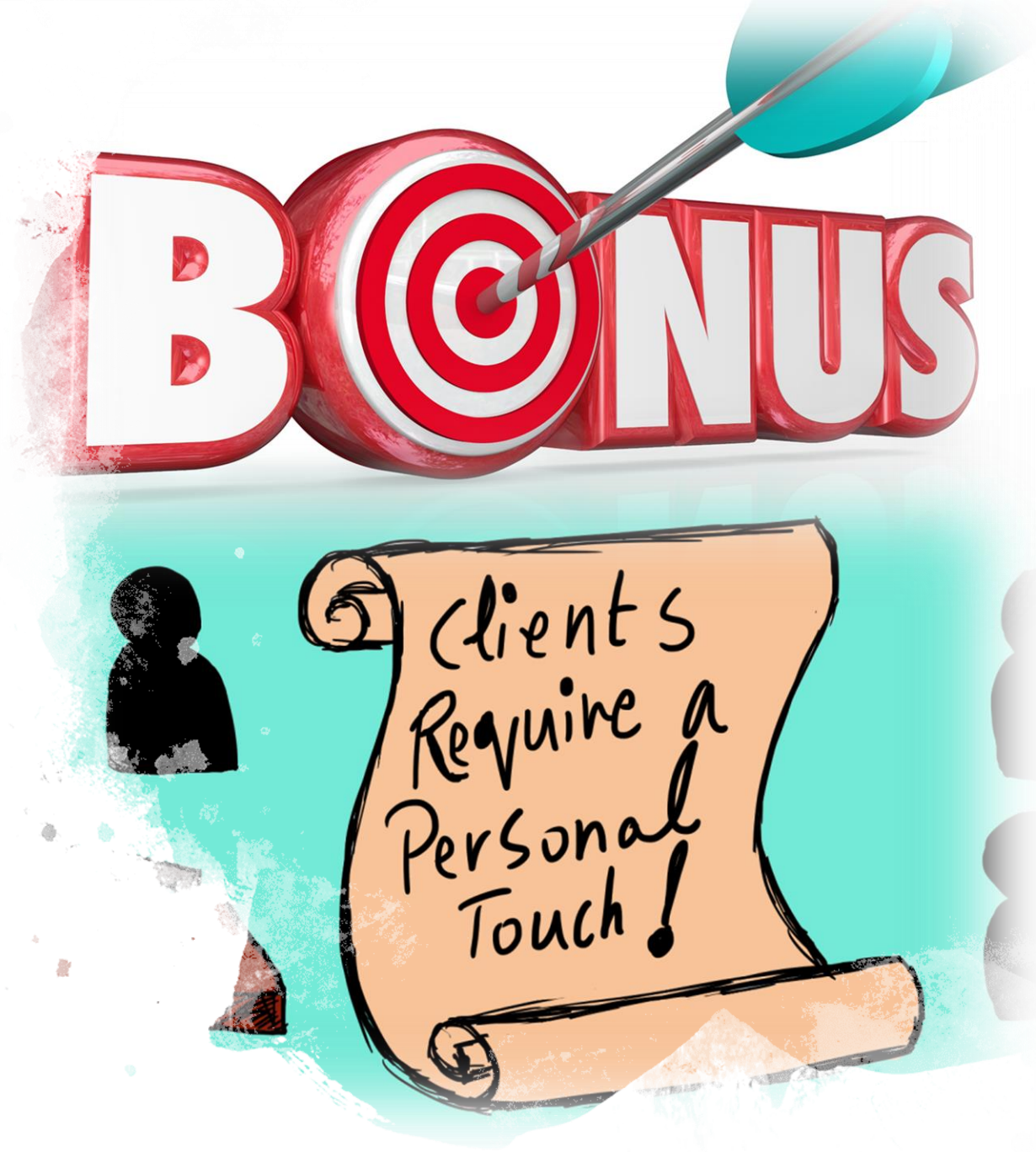


Why aren't shoppers buying?

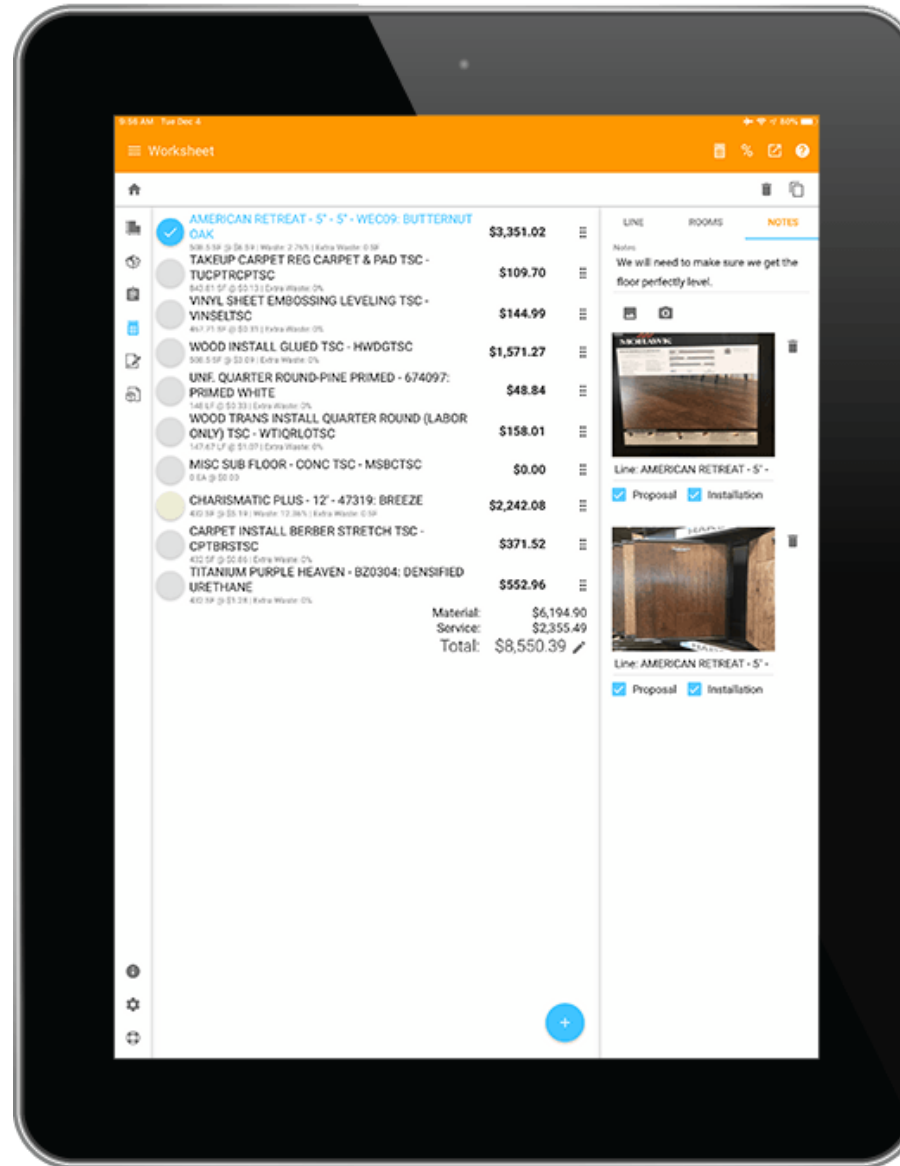
- Take the time to observe behaviors in your store and understand exactly where shoppers are disengaging.
- Limited Sales Help
- Uneducated Sales staff
- Pushy Sales staff
- Unavailable stock
- Lack of “WOW”

How do we “WOW”?

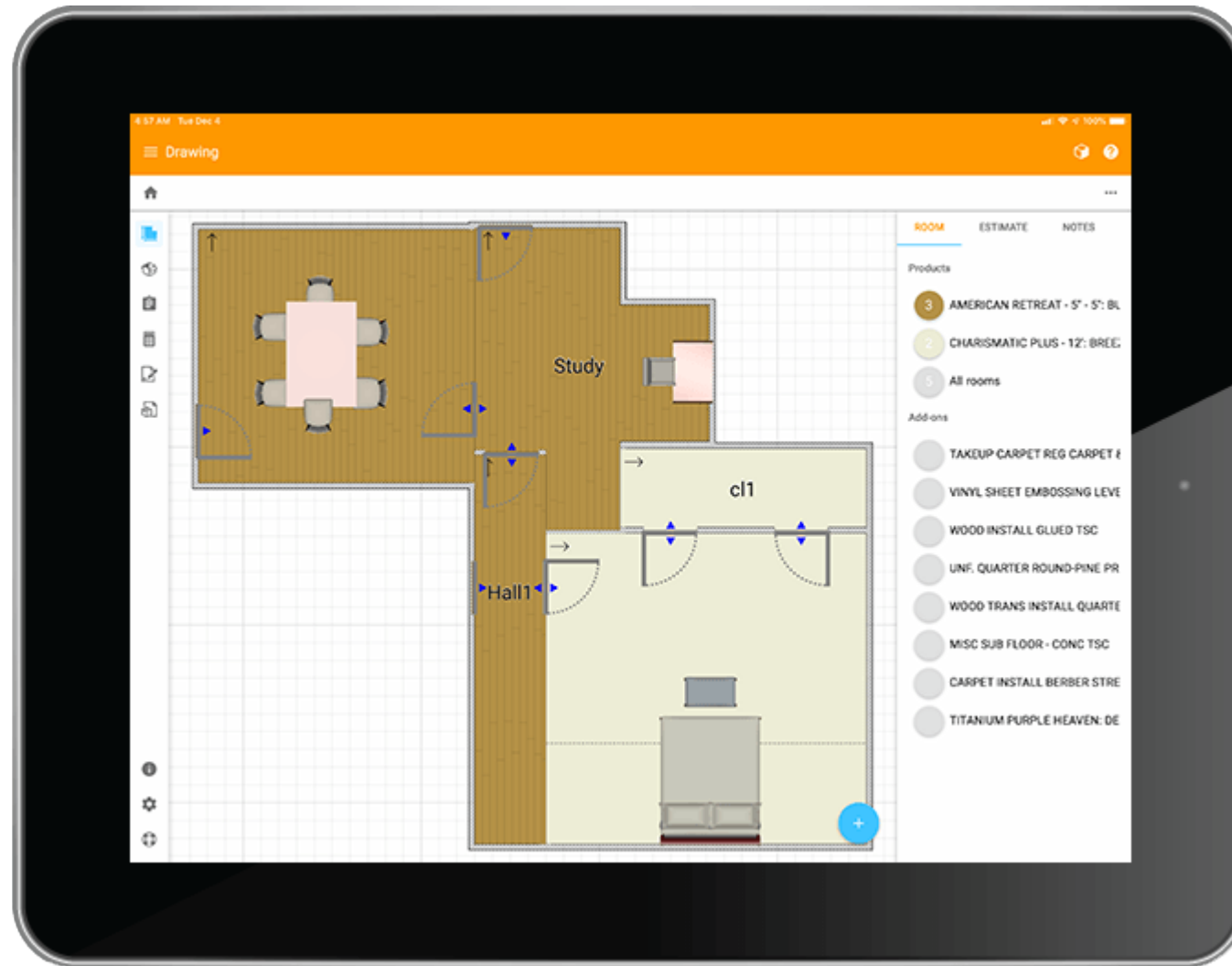
- Personalize Your Service
 - List of web sites
 - Make note of children & animal names
 - Use them in conversation
- Add “the expected” And Then Some
- Do the Unexpected
 - Send email with pictures of any additional products you discovered after showroom visit

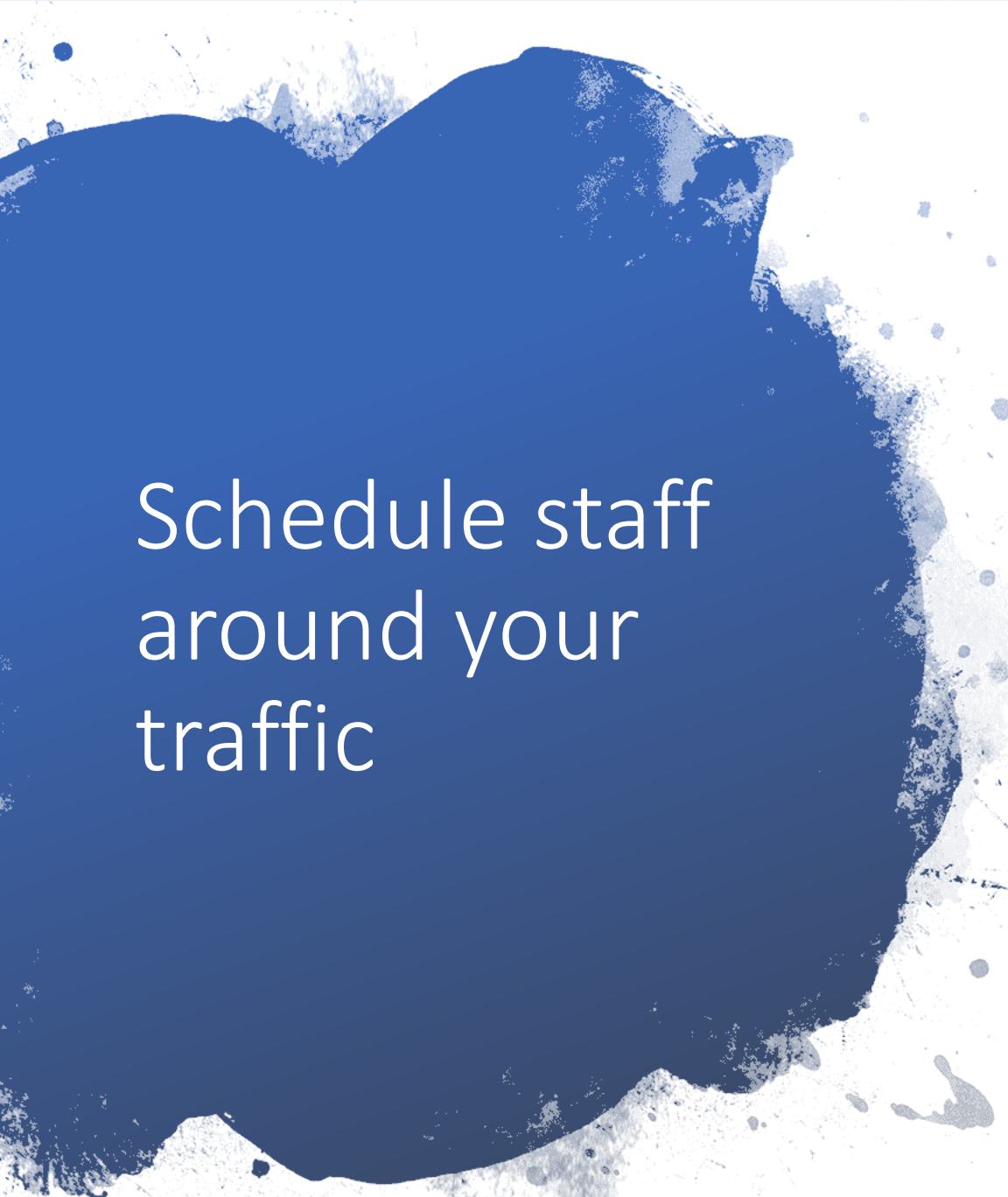


Using “WOW!” is Critical Today



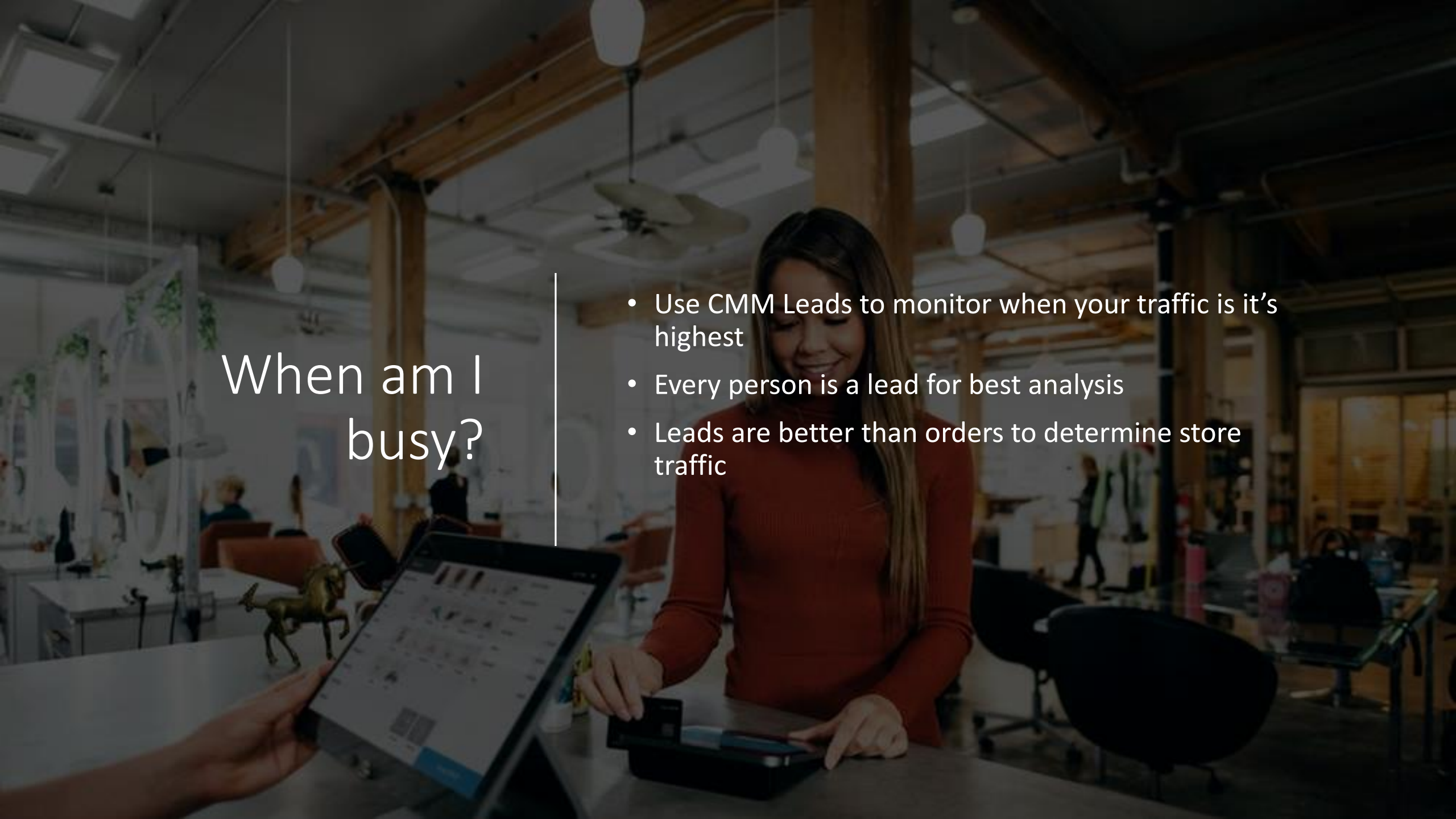
Want More “WOW!!!”





Schedule staff around your traffic

- Align your staff around your store traffic rather than your transactions will ultimately increase your chances of converting more shoppers into buyers.
- Plan inventory counts, staff training, at non-peak times

A woman with long brown hair, wearing a red long-sleeved top, is smiling and working at a retail counter. She is using a tablet computer and a payment terminal. A customer's hand is visible on the left, holding a smartphone. The background shows a modern retail space with wooden beams, hanging lights, and other people in the distance.

When am I busy?

- Use CMM Leads to monitor when your traffic is it's highest
- Every person is a lead for best analysis
- Leads are better than orders to determine store traffic

CMM Sales Lead Reporting

RFMS Client Management: Commercial Project Manager for OWNER'S CONFERENCE 2017

File Edit Utilities Window Help Mail Navigator

Workbench for RJ PETERSEN

Reports

Preview Output To ☒ Printer ☐ Email PDF ☐ PDF ☐ MS Word Output Directory F8

Prospects & Customers Sales Performance Contacts Products Activity Reports

Filters for Sales Performance Reports

Salesperson F8

Customer Type F8

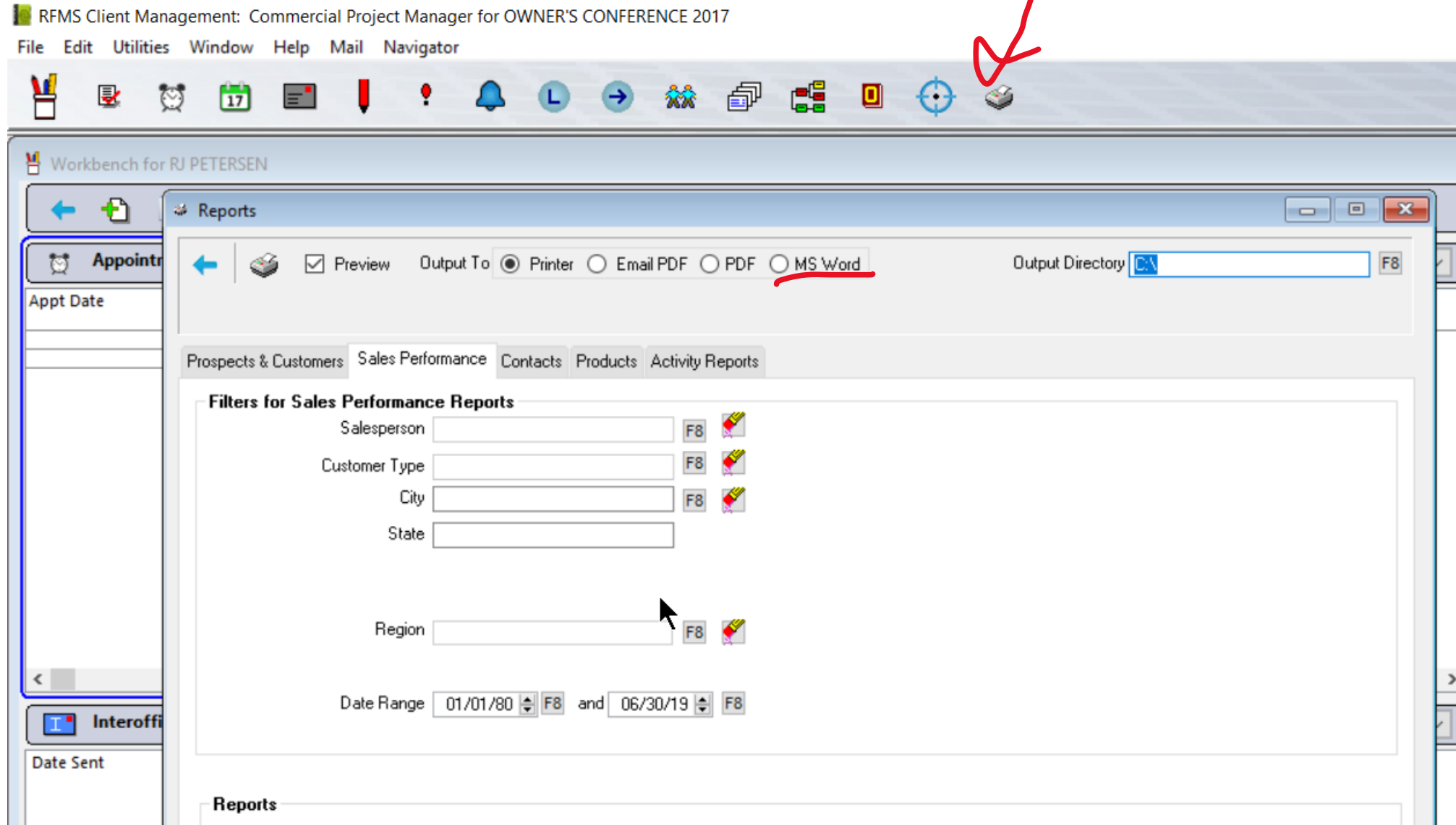
City F8

State

Region F8

Date Range 01/01/80 and 06/30/19

Reports



Status of Sales Leads

STATUS OF SALES LEADS

Date Range: 01/01/80 to 06/30/19

TO BE ASSIGNED

Customer Name	Date	Type	Repeat Inquir	Oustanding Follow Up Date & Time	Potential Sale	Status	Last Quote or Estimate #	Order #
BAXTER,CARA	03/17/17				\$0.00	SALES LEAD - LOST		
BOND,TIMON	03/17/17				\$0.00	SALES LEAD - LOST		
BOWERS,IRIS	03/17/17				\$0.00	SALES LEAD - LOST		
BRAY,BELL	03/17/17				\$0.00	SALES LEAD - LOST		
COTE,BERTHA	03/17/17				\$0.00	SALES LEAD - LOST		
ELLIOTT,STEPHANIE	03/17/17				\$0.00	SALES LEAD - LOST		
FUENTES,JUDAH	03/17/17				\$0.00	SALES LEAD - LOST		
LADY IN PURPLE DRESS	03/17/17				\$0.00	SALES LEAD - LOST		
NEW CUSTOMER	03/17/17				\$0.00	SALES LEAD - LOST		
SQUAREPANTS, SPONGEBOB	03/17/17				\$0.00	SALES LEAD - LOST		

Stress Your Unique Selling Proposition



Figure out what makes you different from the competition and deliver that message loud and clear.



Create a brand story



Start with an “About Us” page on your website



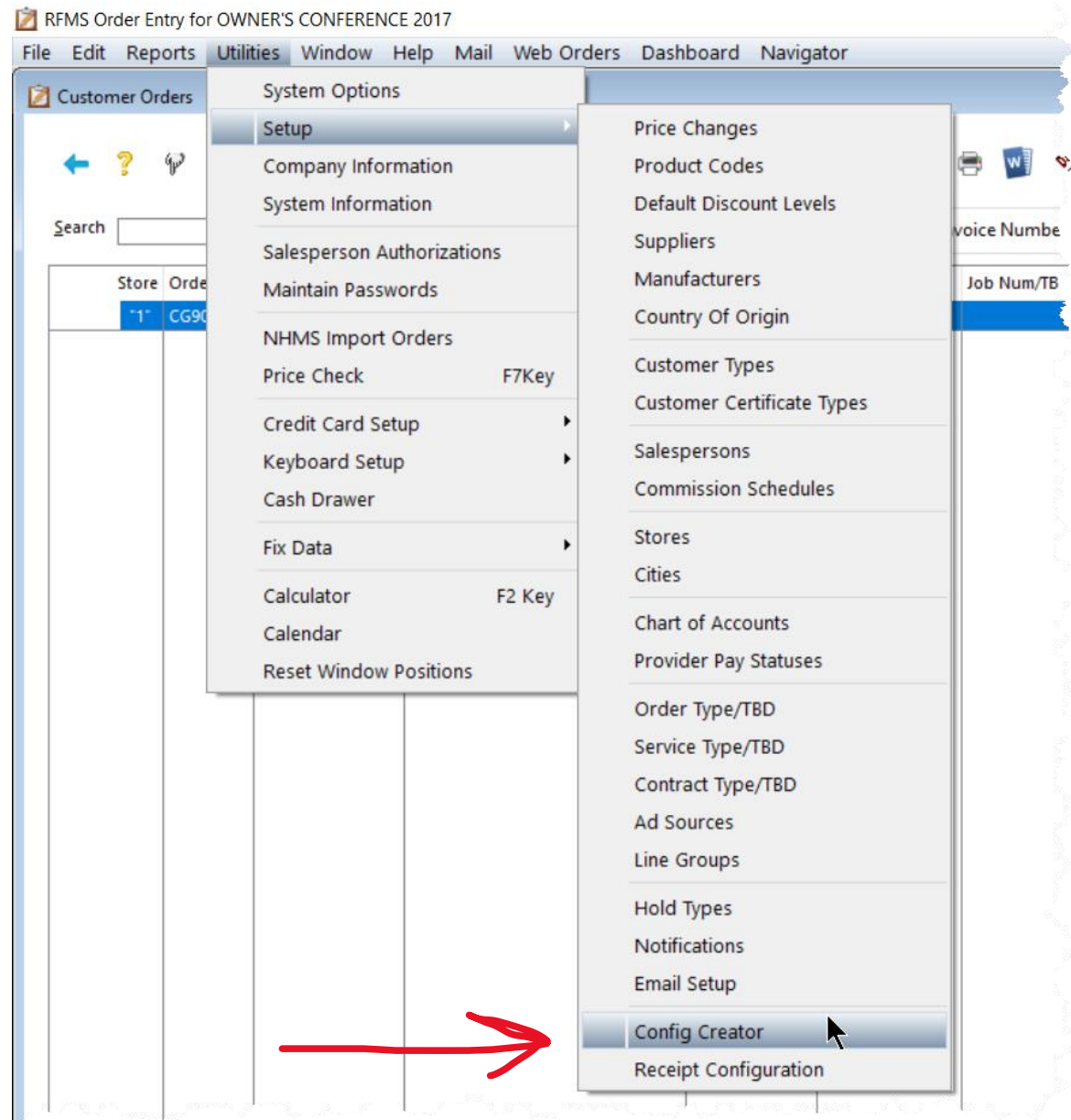
People want to do business with people they trust



Use RFMS tools to your advantage

How can I brand my company using RFMS?

Customize your documents to include logo, hours, website



Custom Invoice Setup

General

Invoice Name:

Applicable Stores

- ☒ 1"
- ☐ 2"
- ☐ 3"

Print RTF File After Invoice (Term and Conditions)

☒ Do Not Print RTF File

☐ Print RTF File after invoice

Select RTF File: F8 

Header

Logo

☒ No Logo

☐ Left Aligned

☐ Center Aligned

☐ Right Aligned

☐ Banner (Page Width)

Select Logo File: F8

Setup Company Information

Setup Header Fields

Columns in Line Area

☐ Area ☒ Style ☒ Quantity ☒ Price

☒ Inventory ☒ Color ☒ Units ☒ Extension

Line Grouping

☐ Exclude Group Subtotals

Footer

☒ Include Finance Charge

☐ Use Term Days from Customer File

☐ Custom Term Days

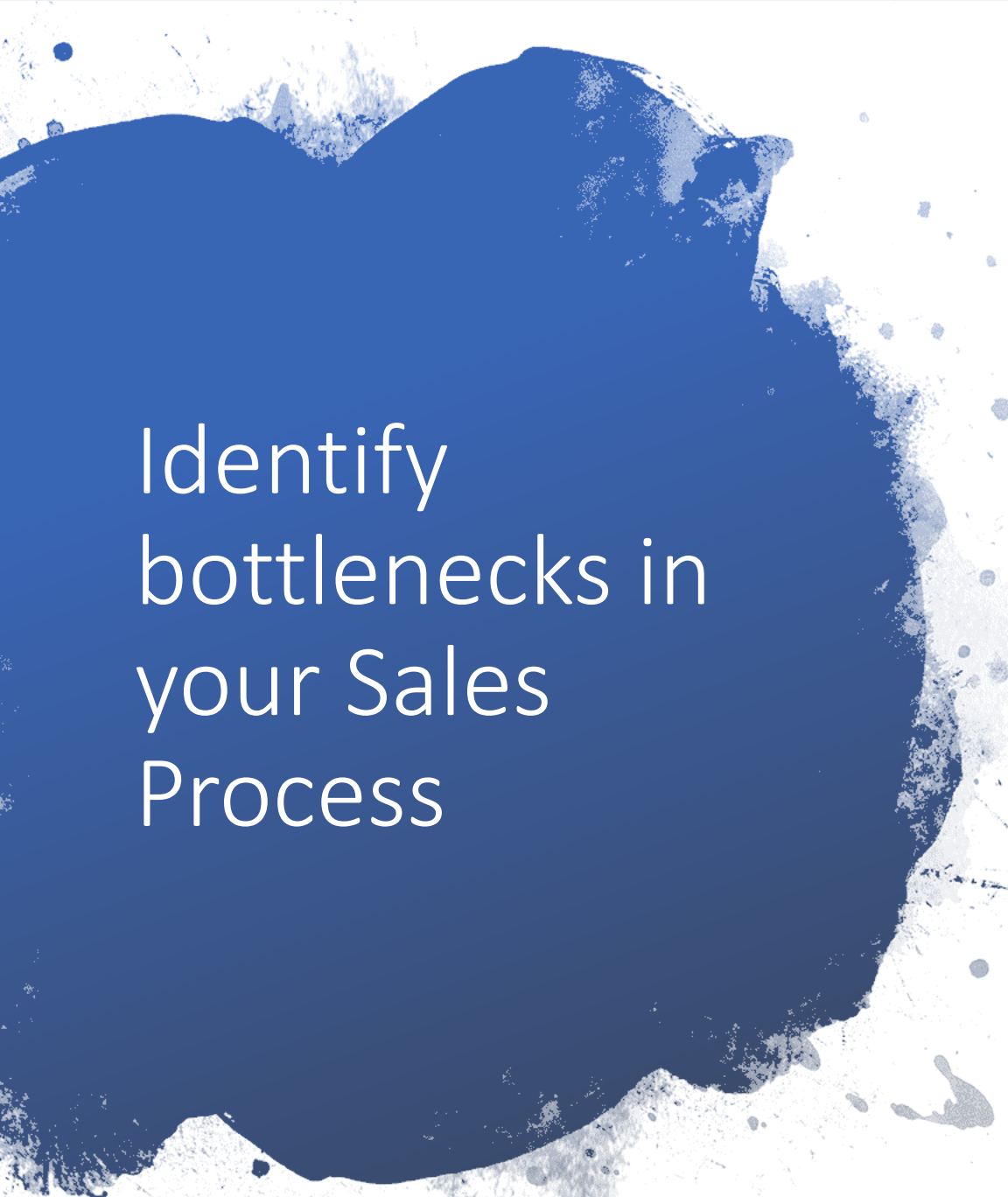
Term Days Starting From:

Finance Charge Amount: %

☒ Use Default Invoice Message

☐ Custom Invoice Message

Save Cancel



Identify bottlenecks in your Sales Process

- Analyze the steps required to get customers to buy from you and determine your weak spots.
- Speed up transaction time
- Once a customer has made their decision, the last thing they want to do is wait for 20 minutes.
- Ensuring you have intuitive software can help speed up and streamline the process, while mobile solutions allow customers to skip the line and pay on the spot. Do your customers and staff this favor



How do I identify my
bottlenecks?

- Follow RFMS Best Business Practices (watch past webinar)
- What are you doing outside of RFMS to manage the sale?
- Send a friend or family member into the showroom to be a secret shopper
- What are your pain points in closing the sale?

To Close a
Sale, you
need to:



Schedule an appointment



Take photos



Take measurements



Propose a design



Price the job



Does your proposal package need sprucing up?



Are you failing to make follow-up phone calls?



Fix the flaws, and sales will follow.

Engage your Customers on a Personal Level

- **Outlaw "Can I help you?" on the retail floor.**
 - Inevitably, the customer will answer "No thanks, I'm just looking" and end the conversation.
- Instead ask, "Hi, have you been in our store before?"
- If they say no, "Let me show you around."
- If they say yes, "Welcome back, let me show you a couple of new things we just got in."
- A simple "Take a look around, and I'll be right with you," if they're not immediately available, can go a long way

<https://www.iqmetrix.com/blog/how-to-turn-shoppers-into-buyers>

Support the Connected Consumer



Consumers are hungry for additional information and peer affirmation.



Highlight the conversation around your products by offering additional information they can easily access.



Use tablets to take pictures, show websites, etc. on the sales floor



Today, customers don't just shop in-store - they're also online and just as likely to use their mobile device. Build a strategy, process, and tools that all your customers to engage with your business in the way that suits them.

Improve your Digital Footprint



Customer reviews are the strongest form of social proof you can have, and having social proof makes onlookers more comfortable to buy.



[According to a recent study](#), 63 percent of customers are more likely to make a purchase from a site with user reviews.

Improve your Digital Footprint

Don't be afraid of online reviews

All of us have finally pulled the trigger after reading a stellar review of an item we'd been unsure about purchasing.

There is perhaps no better way to build trust with your customers than embracing the transparency reviews provide.

Follow up with grievances as quickly as possible

Providing your customers with speedy response times

How can I do this with RFMS?

- Use Podium services (watch Podium webinar)
- Routinely follow up with customers after the sale to ensure satisfaction and ask for the review
- Use Email Templates to solicit manually

Use Email Templates

1. Filter Order Entry for jobs that meet criteria

RFMS Order Entry for OWNER'S CONFERENCE 2017

File Edit Reports Utilities Window Help Mail Web Orders Dashboard Navigator

Customer Orders

Search

Find Orders

Order Number

Sold To

Name

Address 1

Address 2

City

State

Zip

County

Job Num/TB

PO Number

Customer Type

Sales Rep 1

Sales Rep 2

Tele #1

Phone 2

Balance Options

Delivery Date Options

Ship To

Name

Address 1

Address 2

City

State

Zip

County

All Lines Delivered (available if "Delivery Date Options" is "UnDelivered Only")

Providers Balanced

Order Date From

EST DATE TB

Measure Date TB

Delivery Date From

Closg Date

Invoiced/Billed From

Stores

1"

2"

3"

Delivered Only

Use Email Templates

RFMS Order Entry for OWNER'S CONFERENCE 2017

File Edit Reports Utilities Window Help Mail Web Orders Dashboard Navigator

Customer Orders

Search ☒ RFMS Smart Search ☐ Invoice Number ☐ Customer Name ☐ Tele #1

Store	Order No	Delivered	Customer Name	PO Number	Type	Job Num/TB	Tele #1	Phone 2
"1"	CG700011	03/01/17	JACK JOHNSON BUILDERS		Original Order			
"1"	CG700018	02/28/17	KILGORE REALTY		Original Order		6785425561	
"1"	CG700019	03/29/17	CRESCENT CREATIONS		Original Order		9856674141	985667128
"1"	CG700020	04/12/17	JKT CONSTRUCTION		Original Order			235578
"1"	CG700021	03/08/17	R&R CONTRACTORS		Original Order			1231455
"1"	CG700022	04/02/17	DENSON, JONNA		Original Order			682-23
"1"	CG700023	04/15/17	JONES PROPERTIES	COMPLETED	Original Order			916-3429
"1"	CG700039	02/10/17	AVERY, LYDIA	A/R	Original Order			564-86
"1"	CG700040	02/15/17	BERGER, JUSTIN	A/R	Original Order			985-454
"1"	CG700041	03/01/17	BUCKLES, JIM	A/R	Original Order			288-21
"1"	CG700042	02/01/17	DUKE, JADEN	A/R	Original Order			682-15
"1"	CG700043	03/10/17	ALIQUET GENERAL CONTRACTORS	A/R	Original Order			323-4866
"1"	CG700044	02/03/17	ESPINOZA, JESSICA	A/R	Original Order			950-896
"1"	CG700045	02/08/17	ADAMS, MACEY	A/R	Original Order			810-253
"1"	CG700046	03/20/17	HINTON, MELISSA	A/R	Original Order			713-143
"1"	CG700047	02/20/17	HARMON, TATUM	A/R	Original Order			275-2
"1"	CG700048	03/01/17	DYER, HOWARD	A/R	Original Order			
"1"	CG700049	03/01/17	ALSTON, CASEY	A/R	Original Order			
"1"	CG700071	05/30/17	HICKMAN, AMOS	COMPLETED	Original Order			

Select Mail Type

- ☒ Interoffice Mail
- ☐ Email
- ☐ Email Using Template
- ☐ Mass Email Using Template
-

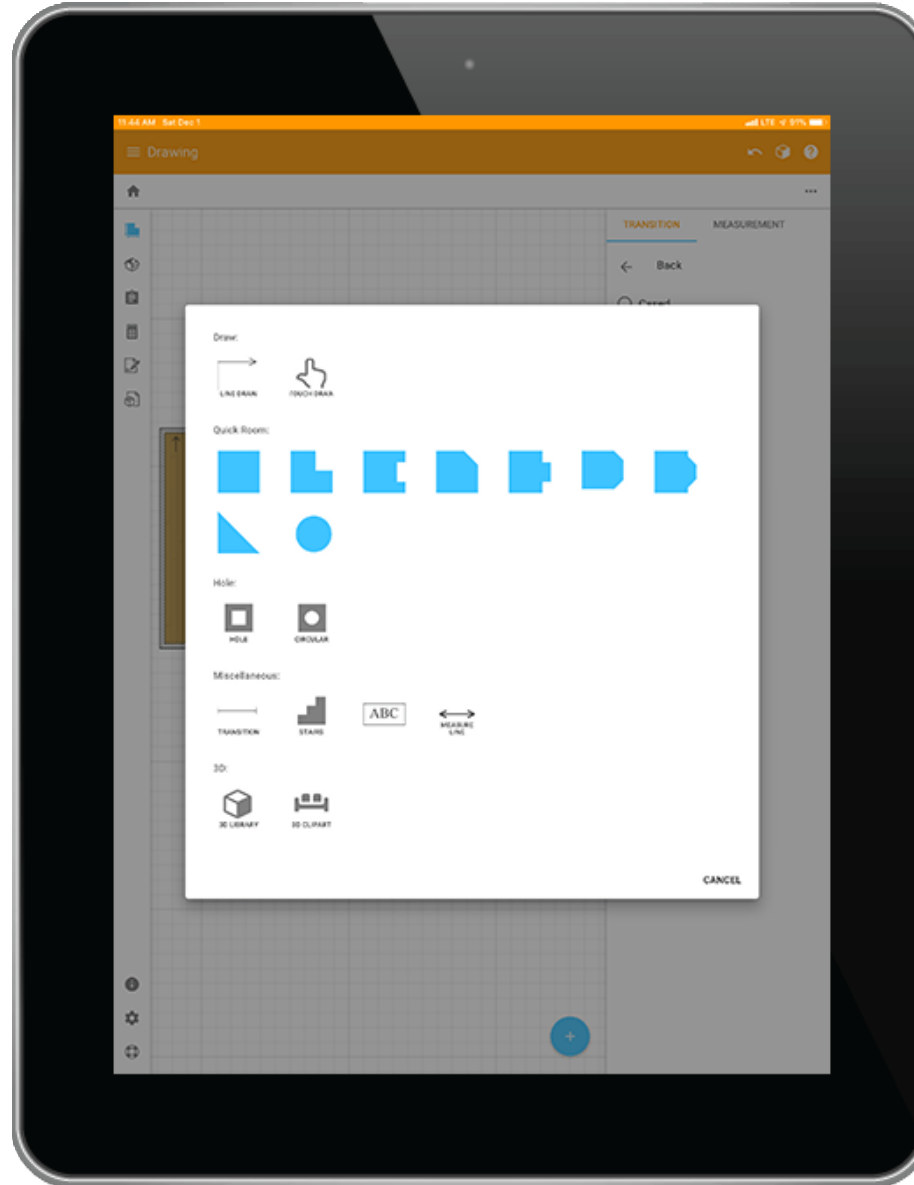
A background image showing two women from the chest up. The woman on the left is wearing a red knitted sweater and has blonde hair. The woman on the right is wearing a white knitted sweater and has long brown hair. They are both looking at a tablet computer held by the woman on the right. A large, semi-transparent white circle is overlaid on the left side of the image, containing text.

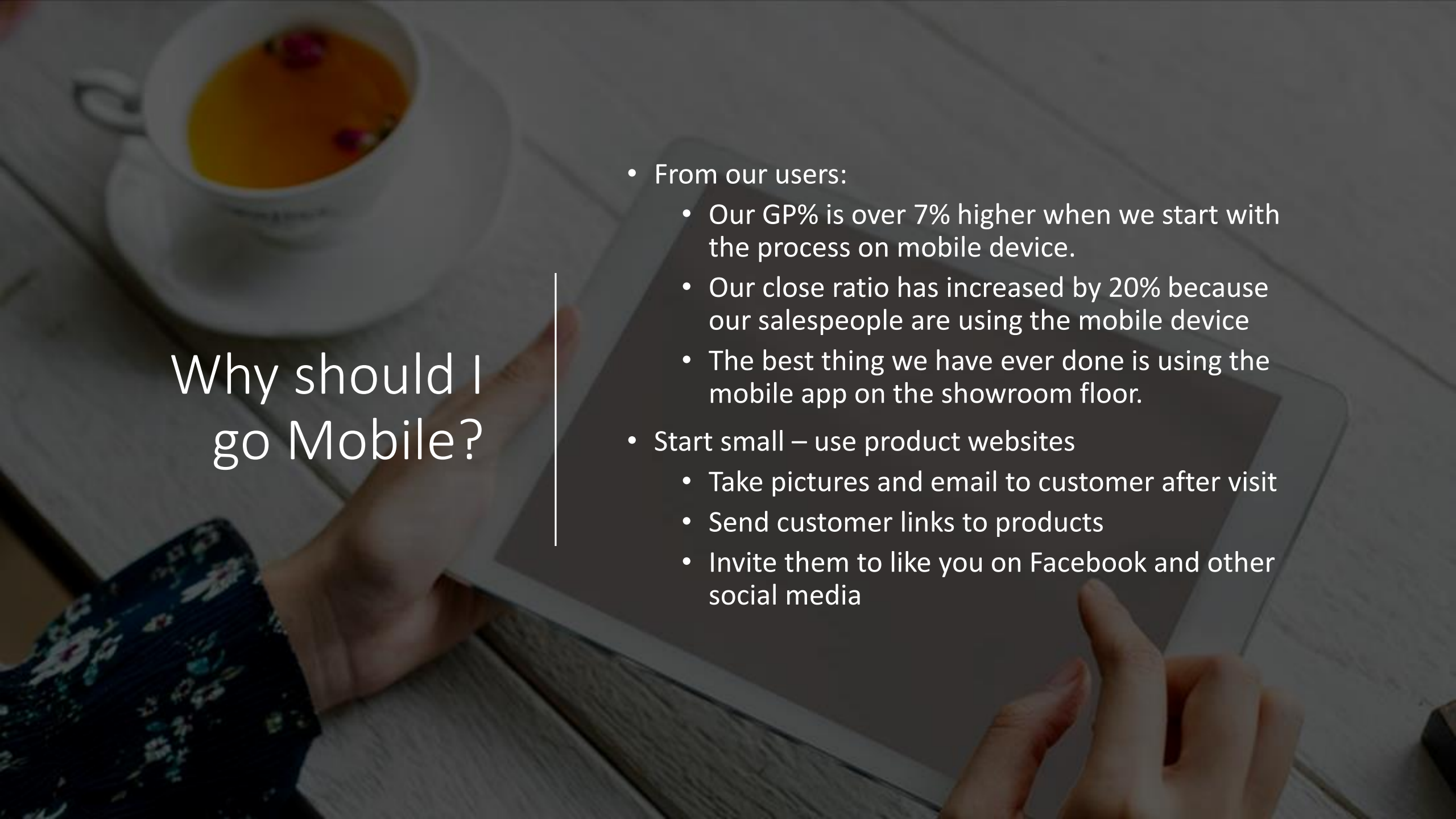
Get Mobile!

- 66 percent of time spent on e-commerce sites is done via mobile devices.
- This is a prime opportunity to stay ahead of the curve and become a leader in your respective industry.
- Use Apps like Measure Mobile and RFMS Mobile to engage staff and customers on Mobile Devices

<https://ignitiondeck.com/id/convert-shoppers-into-buyers/>

Use Apps on your Smart Device to your “Advantage”



A person's hands are holding a tablet over a cup of tea on a wooden table. The background is a soft-focus image of a cup of tea with a saucer and a wooden table. The text is overlaid on the image.

Why should I go Mobile?

- From our users:
 - Our GP% is over 7% higher when we start with the process on mobile device.
 - Our close ratio has increased by 20% because our salespeople are using the mobile device
 - The best thing we have ever done is using the mobile app on the showroom floor.
- Start small – use product websites
 - Take pictures and email to customer after visit
 - Send customer links to products
 - Invite them to like you on Facebook and other social media

How can I continue to improve?



Set conversion targets by store



Have goals and targets



Make conversion a team sport



Ask your staff about why they think people don't buy and what the store can do to improve its conversion rate.



Get them excited about moving the conversion needle



<https://www.businessnewsdaily.com/1266-increasing-buyer-conversion-rates.html>

So remember...



High transaction count and value is the goal.



Driving traffic to your store is a step in the right direction, but it all comes down to what you do during peak traffic times.



Creating a buying versus shopping experience.



Don't lose to other industries – They are your “REAL” competitor