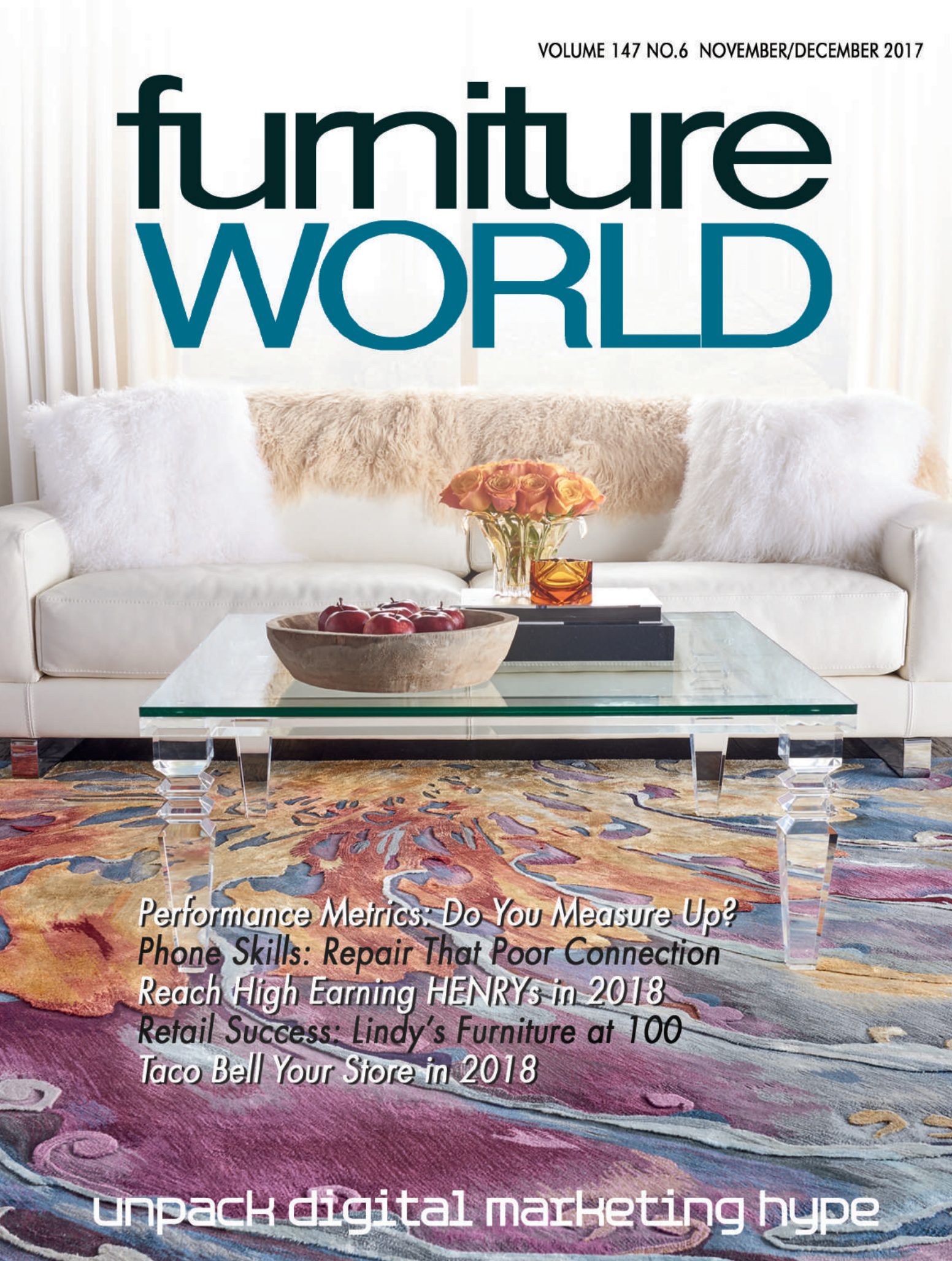


furniture WORLD



*Performance Metrics: Do You Measure Up?
Phone Skills: Repair That Poor Connection
Reach High Earning HENRYs in 2018
Retail Success: Lindy's Furniture at 100
Taco Bell Your Store in 2018*

unpack digital marketing hype

Pulling a room together just got easier.



With the industry's largest inventory of trend forward coordinating accessories, tailored service and support, and easy online order management, you can get exactly what your customer needs, fast. Sit back, relax and watch your sales soar.

WINTER MARKETS | ATLANTA 11-A-1 | DALLAS WTC 560



 SURYA

Your vision. Our passion.



CONTENTS

FURNITURE WORLD MAGAZINE

FOUNDED 1870 • Visit www.furninfo.com The Industry's Most Extensive Furniture Site

COVER: Pictured is a selection from the Prismatic Collection from Nourison. Attention-grabbing shades of fiery orange, crimson and purple, offset by smoky charcoal and white, impart an added element of excitement to a sensational swirling, modern design. This area rug is hand-tufted from a magnificent wool blend and accentuated by glimmering silken highlights. See more about Nourison on page 15 in this issue, or visit <http://www.nourison.com>.

10 Inventory and Sales Performance Metrics 2018

If you are a furniture retailer who wants to continuously improve, but needs to know where to start, this article is for you!

18 Lindy's Furniture At 100

Lindy's has over 200,000 square feet of furniture showrooms and warehouse space, with prices for every budget.

32 Unpacking Digital Marketing Hype

Are unsubstantiated marketing promises and digital marketing fraud wasting your precious ad dollars?

42 Best Selling Design

Editors' picks of best selling furniture and accessory designs.

48 How HENRYs Will Change The Furniture Business in 2018

Retailers need to focus on strategic shifts in what these customers want, not on marketing & messaging tactics.

56 Old Tech: Your Telephone!

Here's how to improve your stone-age phone practices to increase store traffic.

68 Taco Bell Your Store In 2018

What can you learn about target marketing from Taco Bell, Amazon and The Big Bang Theory?



Member BPA

Furniture World Magazine
1333A North Ave. #437
New Rochelle, NY 10804
Tel: 914-235-3095

FURNITURE WORLD: (ISSN0738-890X) - Published every other month by Towse Publishing Co., 1333-A North Avenue, #437 New Rochelle, NY 10804. Subscription: \$19 per year; \$39.00 for 3 years, \$29 Canada, \$4/copy; Foreign \$119 (USD only). Periodical postage paid at New Rochelle, NY and additional mailing offices. US POSTMASTER: Send address changes to Furniture World, PO Box 16044, St. Louis, MO 63105. Publications Mail Agreement Number 41659018. Return undeliverable Canadian addresses to: PO Box 875, STN A, Windsor ON N9A 6P2. Copyright 2017 Towse Publishing Company, all rights reserved. Reproduction in whole or in part is strictly prohibited.

US POSTMASTER: Send address changes to: Furniture World Magazine, PO Box 16044, St. Louis, MO 63105.

Thank you for our best market yet!

CRAFTMASTER®
FURNITURE

The Leader in Affordable
Custom Made Upholstery!



ENCORE HOME DESIGN
High Quality Leather



DESIGN OPTIONS
NEW ADDITIONS

- 3 New Arms
- Shallow Seat Depth
- Nail Head Trim
- Blend Down Cushion

The Best of Market!



MODERN



FARMHOUSE
COLLECTION



PO Box 759 Taylorsville, NC 28681

p: 828.632.9786 | f: 828.632.0301

e: info@cmfurniture.com

www.cmfurniture.com

OMNIA[®]



PERSONALIZED
COMFORT & DESIGN

CHOOSE FROM HUNDREDS OF
100% TOP GRAIN LEATHERS,
FABRICS & CONFIGURATIONS



For more than 26 years, we've hand-crafted innovative styles in every configuration you can imagine. Your customers will have the flexibility to create personalized looks that speak to their sense of comfort and lifestyle.

Las Vegas Design Center: Building A-256
OmniaLeather.com | (909) 393-4400





Turkeys Of The World Unite!

This holiday season my mind muses on season-appropriate themes of **gratitude** and **turkeys**.

With regard to gratitude, it is generally accepted that grateful people have less stress, which scientists say translates into better health and longer lives.

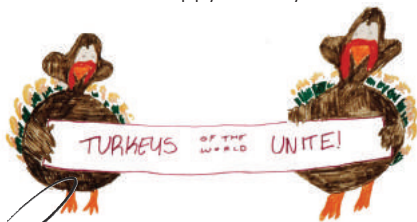
I'm pretty sure that turkeys benefit from lower stress as well. And, in a perfect world, all living beings would have as comfortable a life as is possible. The bad news for domesticated turkeys is about 65 million of them are stuffed, roasted or deep fried each holiday season, so it's hard to see how much these birds have to be thankful for, or how less stress might extend their lives.

On a positive note, 2017 has been a pretty good year for the furniture industry. Economic growth and rising markets haven't hurt. There have been challenges as well, natural and man-made disasters. Good news has been balanced by uncertainty and cringingly bad behavior by, you guessed it, turkeys! I'm not referencing the turkeys Benjamin Franklin called "birds of courage". It's the ones we hear about in the media who have acted like full or part-time losers, the turkeys who in my imagination might be downgraded to turkey mites in their next incarnation.

Those of us in the home furnishings industry can be grateful that we come in contact with fewer of the "loser variety" turkeys than if we were in politics or the media. And, we can also be happy that those furniture folks who do step over the line, rarely make it to late night television!

There are so many examples of furniture industry people and companies who do good for their communities and the world. It's both an inspiration and a reminder to me to act with an extra dose of caring in 2018, just because the world needs it.

Best wishes for a happy holiday season!



Turkey image credit
Robin Bienenstock at 9 years old.

Russell Bienenstock
Editorial Director/CEO
russ@furninfo.com

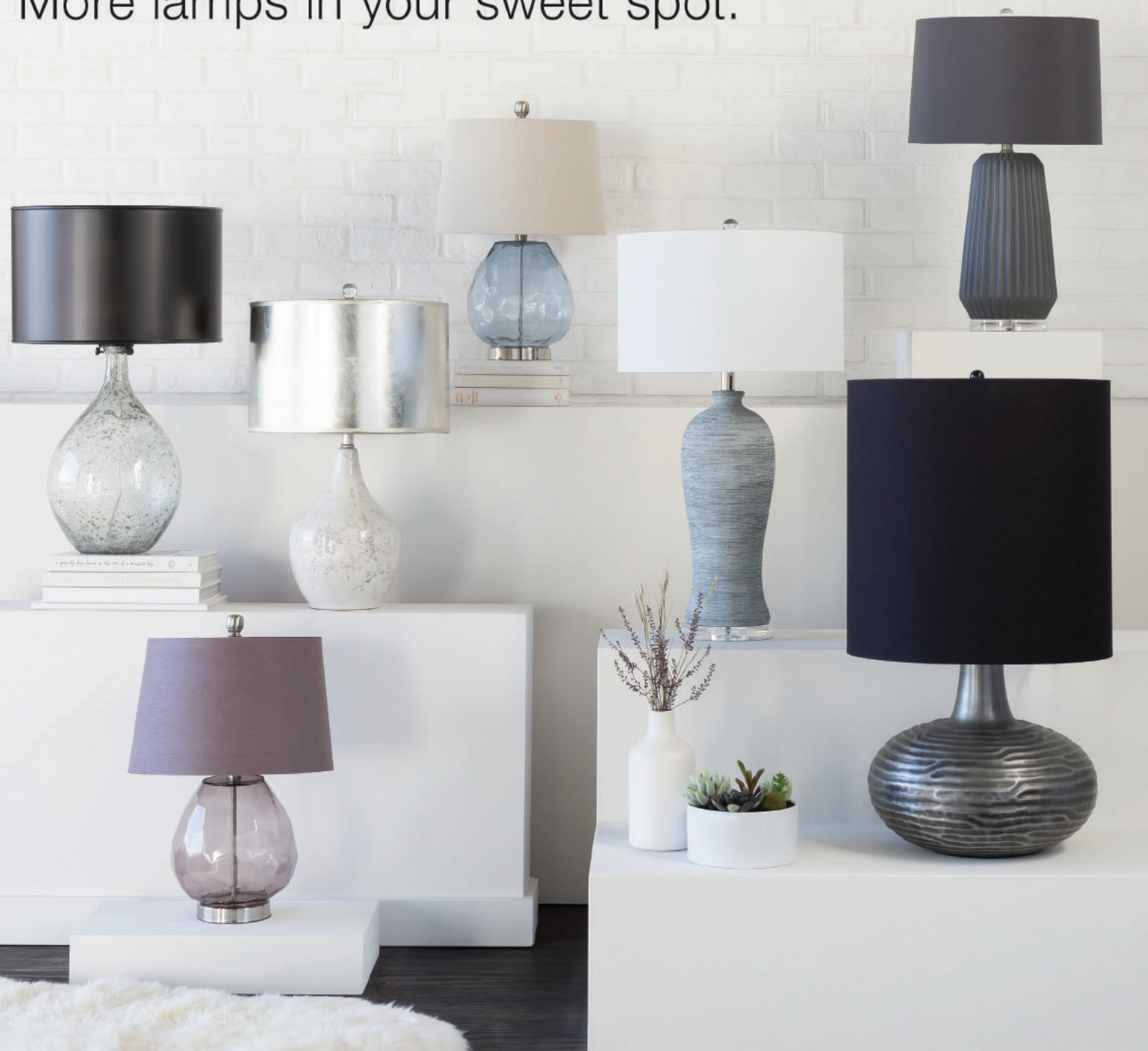
**furniture
WORLD**



 **SURYA**

Your vision. Our passion.

More lamps in your sweet spot.



Whether you need lamps at entry-level price points, mid-priced lamps or high-end designs, we have you covered. Our collection of 600+ table, task and floor lamps offers more styles for every budget, including many oversized options.

WINTER MARKETS | ATLANTA 11-A-1 | DALLAS WTC 560

PERFORMANCE METRICS

INVENTORY AND SALES OBSERVATIONS FROM THE FIELD

by David McMahon

If you are a #3 type retailer who wants to continuously improve, but needs to know where to start, this article is for you!

When I travel around the world consulting with retailers, I often encounter three types of operations:

1. Those that take decisive actions to grow their sales volume, margins and profitability simultaneously.

2. Those that are happy to operate in the averages, control costs and take little risk.

3. Those that react in real time to problems and opportunities, but have aspirations for higher profits and ongoing improvement.

It is obvious that the first type of operation that has a handle on its business model will almost always be in the best competitive position. But which type of operation out of the remaining two will be second best? It's my experience that the reactive operation (#3) that has aspirations for improvement is in a better position than an operation that is both risk and change averse.

Chaotic businesses can and do become highly profitable. What's

required is that store managers start to focus on important tasks instead of day-to-day distractions. In contrast, retailers whose business models focus mainly on cost-cutting, rarely stand the test of time.

So, if you are a #3 type home furnishings retailer who aspires to continuously improve but need help focusing on what to improve and where to start, this article is for you. I'm speaking to those who wish to be decisive and take action.

Inventory & Selling

The two biggest elements of retail success are inventory and selling.

In 2015 and 2016, I conducted an industry-wide survey of operational and financial numbers to formulate key retail performance metrics. In 2017, I tracked similar data from furniture retailers across North America. The 2017 findings are consistent with those of years past. This article includes several metrics that you can use

EXECUTIVE CONTACTS

Editorial Director, CEO

Russell Bienenstock (russ@furninfo.com)

Publisher

Barton Bienenstock (barton@furninfo.com)

Advertising Sales Director

Gary Siegel (sales@furninfo.com)

Advertising Sales Manager

Mark Testa (sales@furninfo.com)

Advertising Account Executive India

Amarjeet Singh (sales@furninfo.com)

Art/ Design Editor

Barbara Bienenstock (barbara@furninfo.com)

Retail Feature Editor

Janet Holt-Johnstone (janet@furninfo.com)

Special Projects Editor

Melody Doering (melody@furninfo.com)

Digital Projects Editor

Nic Ledoux (nic@furninfo.com)

Comptroller

Connie Tejeda (fwcomptroller@furninfo.com)

IT Manager

Armanda Turney (armanda@furninfo.com)

Circulation Manager

Rich Jarrett (rich@furninfo.com)

CONTRIBUTING EDITORS

David Benbow - Bedding & Mattress Sales

Dan Bolger - Warehousing/ Trucking

Joe Capillo - Sales Management

Jeff Giagnocavo - Retail Systems

Gordon Hecht - Retail Observer

Rene Johnston-Gingrich - Design Education

Amitesh Singha - Technology

David McMahon - Operations & Finance

Larry Mullins - Development/ Advertising

Peter Schlosser - Furniture Repair



Member BPA - Circulation Audit

Furniture World Magazine

1333A North Ave. #437

New Rochelle, NY 10804

914-235-3095 • www.furninfo.com



www.Facebook.com/FWMagazine

www.twitter.com/furnworldguy



The Furniture Library adopt a book program

Help the Bienenstock Furniture Library preserve the history of home furnishings and interior design. Support the Library's program to restore important volumes available to students, designers and researchers, housed in our climate controlled rare book room. For more information call Karla Webb, Library Director at 336-883-4011.



AN EXTRAORDINARY EXPERIENCE

5000 Volumes • Sculpture Garden,
Media & Seminar Rooms Available For Study
Events • Seminars • Collaborations.

High Point, NC • Call 336-883-4011
info@furniturelibrary.com • www.furniturelibrary.com

"Double digit profit

performers produced an average GMROI of \$4.01.
That's only a 27-cent difference. Not a lot, right? Wrong!"

as benchmarks for your performance. Compare them with your operating numbers. The idea is to look at where your operation falls short. Only then can you focus on closing the gap by taking decisive action to generate improvement.

Inventory Metric Observations

The observations tabulated on page 12 are expressed in three column groupings:

- Average of all performers
- Average of double-digit (net income before tax) performers
- Average of top-tier performers

"With GMROI, we see some companies reaching and exceeding \$4.66. In fact, it is not uncommon to work with operations that keep this number above \$6."

(top 10 percent).

What follows are key takeaways about what is required to increase profits based on the inventory metrics collected in this study.

1. GMROI: To summarize, GMROI is annual sales minus cost of sales, divided by inventory (or annual gross margin dollars divided by your inventory). It is your single most important performance indicator, because maximizing the amount you produce after a sale, while minimizing the inventory investment, directly translates to more cash.

In the second column of the table, we see that the average of all of retail operations observed in 2017 produced a GMROI of \$3.26. This means that for every dollar retailers invested in inventory, \$3.26 in gross margin dollars were produced. This is what those operations on average had left over to pay for all their operating costs and to make a profit.

For example, if an operation has \$1 million in inventory on average, and has a GMROI of \$3.26, it will produce \$3.26 million in gross margin dollars. This may sound like a lot, but an average operation only has about a five percent net income before tax, so

this operation would have little left over to add to cash flow.

The third column of the table labeled "Double Digit Profit Club" lists GMROI for those operations that produced a net income above 10 percent before tax. These businesses produce an average GMROI of \$4.01. That's only a 27-cent difference. Not a lot, right? Wrong! That 27 cents is worth \$270,000 in additional gross margin dollars for the same \$1 million in inventory. If operating costs are exactly the same at two stores, one an average profit performer and the other a double digit profit performer, and they both have the same level of inventory, the high profit store will have an extra \$270,000 going directly to the bottom line!

The third column displays the "Top-Tier" of businesses observed with respect to the metric. With GMROI, we see some companies reaching and exceeding \$4.66. In fact, it is not uncommon to work with operations that keep this number above \$6.

2. Turns: Inventory turns are similar to GMROI, except this metric takes annual landed cost of goods and divides it by inventory. If a company has a gross margin percentage of 50

 SALES

 LOYALTY

 GROWTH

Get it all with
a TD Consumer
Financing Program.



Partnership
Programs



**Strong credit
limits**



**Omni-channel
marketing support**



**True partnership
approach**

Learn how TD Bank can craft a program specifically for you.

TDPartnershipPrograms.com

percent, GMROI and turns will be equal.

Here we see that average operations turned inventory 3.74 times per year while the double-digit club produced a slightly faster turn at 3.8 times per year. The top operations turned considerably more than both, at 5.81 times.

Turns can also be expressed in terms of days to sell through inventory. Take 365 days and divide that by annual turns. If a retailer generates 3.8 turns, it takes 96 days to sell through its inventory. An operation turning inventory at 5.81 times will sell through its inventory in just 63 days, 33 fewer days.

3. Inventory to Sales: This is the percentage of inventory an operation carries in relation

to its annual sales volume. The theory here is that if you can carry less inventory and sell more, profits and cash flow increase. This is mostly true, however, there is also a line between too much and not enough. In any inventory-carrying operation, a certain level of merchandise must be maintained or sales will be lost. Depending on the individual business model, some operations will require more inventory, and some will require less. The important thing is that an operation understands its model, its optimal level of merchandise, and maintains inventory dollars at a comfortable level.

The table shows that the average inventory carried as a percent of sales was 15 percent. The double-digit club held 14 percent.

Plenty of highly profitable stores hover around 20-25 percent, but their merchandise is usually at a higher average cost point.

Selling Metric Interpretations

4. Close Rate to Traffic and Opportunities: Close rate is important because it's a productivity measure taking into account customer-salesperson engagements and the number of leads (traffic) produced. There are two types of leads we typically measure:

- **Traffic:** The number of customers in the store
- **Opportunities:** The number of customers engaged by salespeople.

Inventory & Selling Metrics	Average Performers	Average of Double Digit Profit Club	Average of Top-Tier in Select Metric
Inventory Metrics			
GMROI	\$3.26	\$4.01	\$4.66
Inventory Turns	3.74	3.8	5.81
Inventory to Sales Percent	15%	14%	8%
Selling Metrics			
Close Ratio to Traffic Count	29%	29%	42%
Close Ratio to Opportunities	34%	38%	54%
Average Sale	\$1,251	\$2,091	\$2,394
Revenue per Traffic Count	\$376	\$389	\$476
Revenue Per Guest	\$444	\$584	\$678
Written Sales per Selling Sq. Ft.	\$185	\$210	\$371
Written Sales Per Employee	\$221,444	\$281,857	\$343,825
Written Sales per Salesperson	\$604,483	\$651,460	\$921,996

Numbers tabulated in the chart list average inventory metrics and sales metrics for three different categories of retailers, the average performers, double digit performers and top tier performers.

The History of Sleep 101



THE BED FRAME:
EGYPTIAN, 2960 BC



THE BED FRAME:
NORTH AMERICA, 1910 - 2016



THE PRESTO BED FRAME: WORLDWIDE, 2017

PRESTOTM
— BED FRAME —

DESIGNED TO ADAPT. ENGINEERED TO LAST.

IN STOCK
AND
AVAILABLE
TO SHIP
TODAY!

Bed frames have remained basically unchanged for thousands of years.
But the world is about to change, thanks to the revolutionary PRESTO Bed Frame.

The stylish and exceptionally strong PRESTO Bed Frame goes from a 4-foot box to a bed like magic.
It assembles in less than one minute and adjusts in seconds from Full to Queen to King to Cal King —
which makes the need for multiple SKUs disappear.

www.FashionBedGroup.com

FASHION
BED GROUP®

"For this metric, average, stores produced \$604,483 per salesperson per year, while the double-digit profit club produced a bit more sales with less people at \$651,460 per person."

Traffic and opportunities should be the same number, but in the real world, they seldom are. This is due to not having enough salespeople to cover traffic at peak times. For this reason, we measure both traffic and opportunity close rate. The difference between the two is missed opportunity, which is a measure of sales floor ineffectiveness.

In the table, "Close Rate on Traffic" is the same for both average and the double-digit profit club at 29 percent. "Close rate on Opportunities" is 38 percent for the double-digit profit performers and 34 percent for the average group. This could mean that the highly profitable companies are better at bringing customers to a conclusion. However, they may be understaffed, missing recording some traffic as opportunities.

Close rate is one part of the sales equation of $\text{Sales} = \text{Traffic}$

(or Opportunities) $\times$ Close Rate $\times$ Average Sale. Each piece of the equation should be tracked and managed overall, by store, by critical department, for brick-and-mortar and online, by individual, and by sales teams.

5. Average Sale: This is a premier metric that should be constantly monitored and improved. It can vary significantly from one salesperson to the next and from one store to another. However, the averages do not tend to vary much from one merchandising style to the next. For example, contemporary showrooms have similar average sales to traditional showrooms. With that in mind, this metric and all the others presented are of value across all types of home furnishings and mattress operations.

Looking back at the chart you will see that the average performer's "average sale" is \$1,251. The double-digit profit club figure shown in column #3 is \$2,091 and elite performers for this metric produced an average sale of \$2,394.

There are many ways an operation can grow this number. My advice is to really dig into the details, then look for incremental improvements to create significant, lasting impacts.

6. Revenue per Traffic and per Guest: This is the value of each customer visit. It is used for marketing purposes as well as sales performance and coaching.

Similar to close rate, this metric

is tracked for both Traffic and per Guest (Opportunity). You can use this metric to highlight the value of an extra opportunity. The average revenue for a guest listed in the second column is \$444. So, for an average store, if 100 customers are missed over the period of one month. That can be seen as \$44,400 (100 $\times$ \$444) in lost business.

One big task for sales managers should be to bridge the gap between sales per traffic and sales per guest. Only then can they be more confident that all their customers are being served and that they are staffing appropriately.

For coaching purposes with individual salespeople, however, sales per guest is the metric sales managers should use because it is the actual number of customers salespeople documented they interacted with.

7. Written Sales per Selling Square Foot: This is used as a measure of retail space productivity.

Average performing stores produced \$185 in sales per square foot (see the table). Our double-digit profit group produced \$32 more, at \$217. The top-tier for this metric came in at \$371.

Let's see how this metric can be used. Suppose a store has 35,000 square feet and an average of \$185 written sales per selling square foot. Its annual volume would be \$6.475 million (\$185 $\times$ 35,000). If it had the average sales

*MAKE US YOUR
PREMIER RUG PARTNER*

OUR UNRIVALED SELECTION
SERVICE AND COMMITMENT WILL
HELP YOU GROW YOUR BUSINESS.

*Nourison*TM

Timeless Design for the Modern Age

WWW.NOURISON.COM
1.800.223.1110

"It has been proven

time and time again that top tier retailers can produce a total higher volume with more people and an average-to-high profit sales per salesperson."

per square foot of a double-digit profit store, it would generate an additional \$1.12 million (\$32 x 35,000). Do you now think it might be worth looking into developing a strategy to move from column #2 in the table to column #4?

8. Written Sales/ Employee: With this metric, higher is not always better. An operation should seek the optimal number of total employees to serve its customers and support future business growth. That said, comparing against average and double-digit profit is important.

Average stores have written sales per employee of \$221,444/person. The double-digit profit club produces more revenue with less people at \$281,587/person.

So, for example, an operation that does \$6.5 million in annual sales would operate with 23-30 people total if they were in the average to high-profit range.

9. Written Sales/ Salesperson: Retail furniture and bedding operations should staff to cover their high traffic times and their obtainable goal volume.

Again, a higher number here is not necessarily better. Finding a sweet spot to serve your customers to the desired satisfaction level will maximize your top line.

For this metric, average stores produced \$604,483 per salesperson per year, while the double-digit profit club produced a bit more sales with less people at \$651,460 per person. The metric shown in the chart for the "top tier" at \$921,996 is too high in my opinion. It has been proven time and time again that top tier retailers can produce higher volume with more people and average-to-high profit per salesperson. Top salespeople's performance are rarely affected by more salespeople. It holds true that most operations will usually produce \$50,000-\$60,000/salesperson/month.

As an example, an operation that does \$6.5 million in annual sales would have 10 or 11 salespeople if it were average to high profit.

Conclusion

Many furniture store operations have pulled themselves out of huge debt to become cash flush. Good operators have become leaders in their categories and marketplace. It takes time, of course, but it is possible.

When working with the performance indicators presented here, develop your strategy and specific tactics for improvement. Commit to ongoing measurement, nev-

er-ending improvement, and adopt a CAN-DO attitude. Don't go at it alone. Find partners in your industry that will motivate and strategize with you. Manage your two businesses: your present business and your future business.

Our 2017 Retail Observations, also looked at several financial metrics that can be obtained by emailing david.mcmahon@highjump.com.

About David McMahon: David McMahon, CSCP, CMA, EA is VP of consulting and performance group at PROFITsystems, a HighJump Company. He holds professional certifications as a Certified Supply Chain Professional, is a Certified Management Accountant and is U.S. Dept. of Revenue Licensed. David directs four performance groups – the Kaizen, Visionary, Gladiator and TopLine groups – along with multiple consulting projects.

Offer: For a limited time, David McMahon is offering retailers an **Opportunity Analyzer**. You can get a customized side-by-side comparison report with all of these metrics along with a useful one-on-one web meeting.

David McMahon can be reached with questions or comments at david.mcmahon@highjump.com.



KENWORTH.
The World's Best.



A cargo van that turns heads. A lease that turns profits.

Whether you're bringing fresh ingredients to local restaurants or delivering furniture, you need a cargo van you can depend on. And when you lease a Kenworth T270, you're getting all the benefits of The World's Best truck without the capital cost. Equipped with a powerful PACCAR PX-7 engine, automatic transmission and a 26' Morgan van body rated at 26,000 lbs GVW, you can confidently haul more for less. The World's Best® delivers.

Leases starting at
\$885
per Month*

Term
60
Months



*On a pre-configured T270 equipped with PX-7 engine, Allison automatic transmission, 26' Morgan van body with lift gate, rated at 26,000 lbs GVW. Includes up to 20,000 annual miles (additional mileage subject to \$.05 per mile charge). Other options and configurations are available for additional cost. Lease offered by PACCAR Financial Corp. Terms and acceptance subject to credit review and approval. PACCAR Financial Corp reserves the right to amend, supersede, or terminate this program at any time. ISO 9001:2000 © 2017 Kenworth Truck Company. A PACCAR company.

PACCAR
FINANCIAL

Follow us on
f t in YouTube

Contact your Kenworth Medium Duty Regional Sales Manager for additional program terms and restrictions, or visit Kenworth.com.

WEST

Ryan Breeze
(425) 518-0000

GREAT LAKES

Joe Morris
(609) 315-6716

CENTRAL

John Simon
(816) 516-3040

NORTHEAST

John McCoy
(412) 618-8069

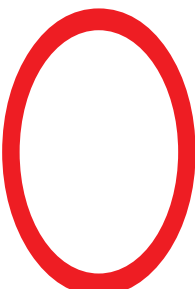
SOUTHEAST

Mike Kleespies
(813) 455-1248

LINDY'S FURNITURE

100 years and growing!

by Janet Holt-Johnstone

n Main Circle Highway in Connelly Springs, Lindy's furniture takes up a whole city block.

When the Hudson family first came on the scene in 1917 in Rhodhiss, North Carolina, the future was full of challenge, world-changing, inescapable events, internationally and at home.

Today, on Main Circle Highway in Connelly Springs, NC, Lindy's Furniture takes up a whole 'city' block, 90,000 square feet, under the care of Julie Hudson, Company Secretary and Lindy Hudson, Jr., Treasurer. At Hickory, just down the road six miles away, you'll find another Lindy's Furniture, this one 30,000 square feet, well-tended by Katie Purgason, Vice President. And there's yet another 12,000 square feet, the new expansion, 'Simply Home, by Lindy's Furniture', at the Hickory Furniture Mart.

"Lindy's family is very serious about making sure they are successful online as well in the store," said Andy Bernstein the founder and CEO of FurnitureDealer.net. "Even though they are focused on doing everything they can to grow and succeed into the next generation, it's obvious that as a team and a family they also have a lot of fun. The value of this cannot be underestimated.

In this day and age, being an

independent has its down sides compared to a being a regional chain, but they embrace the fact that they are an independent family owned company very much to their advantage."

H. L. "Lindy" Hudson, Sr., President of Lindy's Furniture, "Was born in 1930. He comes to Lindy's every day that he is able, loves to meet, greet and talk history with customers. His continued efforts have helped to keep Lindy's Furniture steadfast and thriving. Born in the U.S.A. to an Italian immigrant mother, he lives

"With three owners of Lindy's Furniture being women, I think it is safe to say we have a special role. We make many decisions within the company." -Katie Purgason, V.P.



of shoppers **EXPECT** an integrated, seamless shopping experience whether in-store or online.

and



of retailers are refocusing their attention on **CUSTOMER EXPERIENCE**

and



plan to **IMPLEMENT UNIFIED COMMERCE** by 2021



YOUR SHOPPERS HAVE **EXPECTATIONS**

Unified Commerce prioritizes the customer experience by housing all customer engagement points in **ONE CENTRALIZED SYSTEM**



MEET THEM WITH **RETAILvantage**

RETAILvantage is the **leading Unified Commerce solution** for home goods retailers, enabling you to provide highly personalized, seamless experiences to every customer, every time.

- 360-degree inventory visibility and management
- Omnichannel fulfillment
- Insights and Reporting
- Customer Relationship Management (CRM)
- eCommerce Integration

PROFIT Systems
a HighJump product

800.888.5565

info@profitsystems.com
www.profitsystems.com

RETAIL PROFILE

the American Dream!" This from a note to Furniture World Magazine from Lindy's family and staff.

Lindy's legacy? When you visit the towns of Hickory and Connelly Springs, North Carolina, you'll see his three beautiful home furnishings stores. There's a big celebration taking place in both towns, the family marking their 100th year in business. So, we'll be traveling back a century in time to try to discover their secrets of longevity, successful succession, family strength and outreach.

Lindy has given this anniversary a lot of thought. In order to paint an accurate picture of the family's navigation through the past years,

he believed it would be best to tell the story himself.

To set the scene, the Blue Ridge Mountains are the exquisite backdrop for the towns of Rhodhiss, Blowing Rock, Boone, Morganton, Asheville, Granite Falls, Connelly Springs and Hickory.

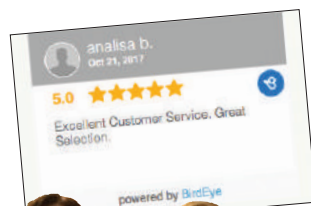
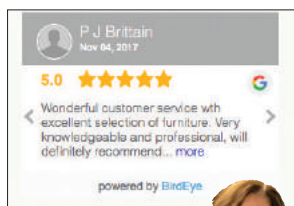
Lindy Tells His Story

Said Lindy, "My father, Jones Edney Hudson, Sr., was born in 1887. When the Southern Power Company purchased the Hudson family farmland to build what is now Rhodhiss Dam, the Hudson family purchased over 250 acres of land

in Connelly Springs, near a railroad station and Knob Mountain. My father was 17 when he moved with his family of two brothers, four sisters and parents to Connelly farm with its large log house and big barn.

"He learned Morse Code which at that time was used by the railroad to send messages from engines to cabooses.

"J.E. got a job at the Ridgecrest Station working on the third shift. He later moved to Connelly Springs as the Station Master, a job he held for 32 years. Since he got off work at 8:00 a.m., he decided to open a general merchandise store. In 1917 he purchased an old wooden



building, started selling groceries, shoes, clothing and tailor made clothes by International Tailoring Company. In 1941, his sons, Ed Jr., age 15, and Lindy (me), age 11, had tailor made double breasted blue coats and pants!"

"Connelly Springs was, of course, a railroad town," Katie added, "so during the Depression many times hobos got off the train, looking for a place to stay and eat. J.E. Hudson Sr. used to give them a bologna sandwich on rye bread, no charge. He didn't want them to go hungry!"

Lindy continued, "J.E. hired his nephew, Fred Hudson who earned one-half interest in the store by agreeing to work for one year's free labor. They soon built a new three story brick building, and when in 1930 a fire burned out two adjoining buildings, they remodeled the burned out walls, and began selling furniture and farm equipment. In 1949, J.E. and Fred divided the business. J.E. then partnered with his sons, Jones Edney Hudson, Jr.

and me, Harry Lindy Hudson.

"I was drafted into the US. Army, leaving the store behind with my father, Ed. Sr. He passed away soon after, and I was allowed to leave the U.S. Army to take care of my mother and the family business.

"Ed Jr. and I then rented a store building in Hickory which we later purchased.

"In 1965 we separated, Ed Jr. taking possession of the Hickory store. I took the Connelly Springs' store.

"Urban Renewal in Hickory tore down one-quarter of the buildings located downtown. Ed Jr. moved out of the downtown area. I purchased the White Furniture Building in downtown Hickory and chose to use my first name for Lindy's Furniture since Ed was operating Hudson Furniture.

"Years later, I purchased the 35,000 square foot Better Homes Furniture, located across the street from Lindy's Furniture in downtown Hickory. (Better Homes has been

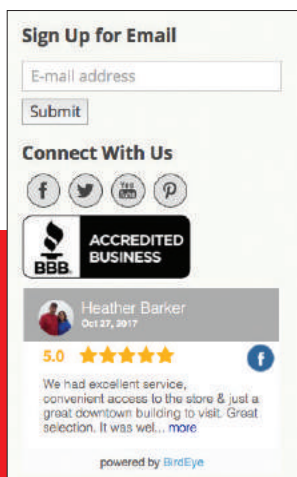
remodeled and is now offered as a rental property). Lindy's Furniture has expanded to the Hickory Furniture Mart. The trade name there is 'Simply Home'.

"Lindy's Furniture now has over 200,000 square feet of furniture showrooms and warehouse space, with price ranges for everyone's budget."

Lindy's Today

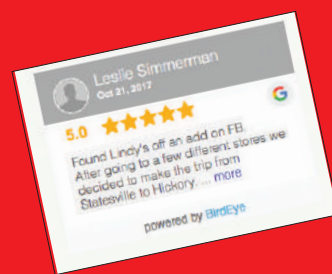
Lindy's Furniture now has over 200,000 square feet of furniture showrooms and warehouse space between all the stores, with price ranges for everyone's budget.

H. L. Hudson Furniture Inc., is



Pictured on the facing page is the Hudson Family, left to right Cessy Hudson Smith, Julie Hudson, Katie Hudson Purgason, Harry Lindy Hudson Jr., and, of course, Lindy Hudson in front.

At left is the upper portion of Lindy's Furniture's home page along with social media links and scrolling customer comments appearing on that page about Lindy's family-friendly service and five-star ratings.



"Treat Customers

with good prices, easy credit, great selections and a friendly family atmosphere."

owned by Lindy's wife, Imogene, and Lindy's four children.

"Our philosophy for success has been to treat customers by giving them good prices, easy credit, great selections and a friendly family atmosphere.

"Business hours are 9:00 a.m. to 5:30 p.m., Monday, Tuesday, Thursday and Friday, Saturday 9:00 a.m. to 3:00 p.m. The store is closed both Wednesday and Sunday."

Lindy cited some of the challenges the family faced and survived. "The early years were a financial struggle to acquire and build new store buildings. In 1970, we built a new store addition with a front entrance facing Highway 70 instead of the railroad.

"In the 1980s a recession slowed the business down. Fortunately, the store had always offered in-store financing and the good accounts helped the store through slow times. As business began growing,

we opened a Bassett Gallery in 1989 on the bottom level of the Connelly Springs' location."

That was the year of Connelly Springs' re-incorporation and an article in a local newspaper tells us that "Hudson owns most of what was once downtown"!

Said Lindy, "In the 1990s new laws concerning bankruptcy accounts were passed. Filing bankruptcy was so easy that we lost a lot of accounts.

"As business started growing again, we added a Broyhill Gallery on the top level of the Connelly Springs store. (Broyhill was the first manufacturer the family dealt with back in 1939!)

"Also in the 1990s, a website was established to do Internet sales. Shipments sometimes included 100 pieces per day.

"It was in 1994 the Better Homes Building, 35,000 square feet, was purchased.

"After 9-11-2001, business

slowed down and it was the first time in our history that Lindy's had to lay off some salespeople.

"But, once again, the store's sale rebounded and in 2016 the store added the extension at the Hickory Furniture Mart, known as 'Simply Home by Lindy's'."

Lindy's Secrets Of Success

We talked with Katie, peppered her with questions, looking for clues to Lindy's growth. We asked her to provide three reasons why she believes Lindy's is alive and kicking, 100 years later.

Katie answered, "First, we stay true to our values. The family is heavily involved, from Lindy, our now 87 year old father, down to the three grandkids who are 18, 18 and 14 years old. Secondly, honesty! And, thirdly, we treat our customers like family.

"We are expanding due to for-



Delivery trucks now and then: Customers can pick up items for free from Lindy's Hickory or Connelly Springs locations, or get items delivered for a fee. Lindy's delivers North Carolina, and nationwide if requested.

Installers set up furniture, remove all packaging materials. Furniture is inspected before loading to ensure a damage-free delivery experience.



Country View

WOODWORKING LTD

AMERICA'S PREMIER AMISH FURNITURE MAKER



- Fashion
- Quality
- Value
- Impeccable Service



PINNACLE
AWARDS 2017
FINALIST



330.674.2405

 cvwltd.com



Lindy before his return to the family business. Also shown is J.E. and Fred Hudson's dry goods store and the adjacent J.E. Hudson & Co. furniture store with a sign that reads, "You Save 25% On All FURNITURE."

ward thinking by the owners! If you read the book, 'Who Moved My Cheese'* it is evident you need to respond to ever-changing technology. We have ramped up our

"Our giveaways are a great way to show appreciation to our customers and occasionally bring in new customers who haven't heard of us in the past."

Internet presence and redecorated our stores to attract the buyers of today."

Furniture World: "You're doing a lot of business outside North Carolina?"

Katie: "It is easy to understand why customers shop Lindy's. We are different! We are not your typical brick and mortar store. You can visit our three stores and buy off the floor in most cases, and we ship anywhere in the U.S. Our décor and customer-facing interaction means you get one-on-one decorating advice, at no cost."

Furniture World: "For many decades, Hickory was a manufacturing town. Your target customers must have changed. So how do you attract your new demographic while still appealing to your cus-

tomers of long standing?"

Katie: "With our website presence and easy ordering online and in the store."

Furniture World: "At Lindy's you're all so proud of your customer service. What would you say is special about it?"

Katie: "We know if we treat our customers well they will come back year after year. It is the reason we have been around for 100 years." A-ha!

Furniture World: "And what would you say is your competitive advantage?"

Katie: "Our pricing is fair and we are easy to do business with in delivery scheduling, decorating, lay-away. We work with our cus-



Happy Holidays From The Cory Team

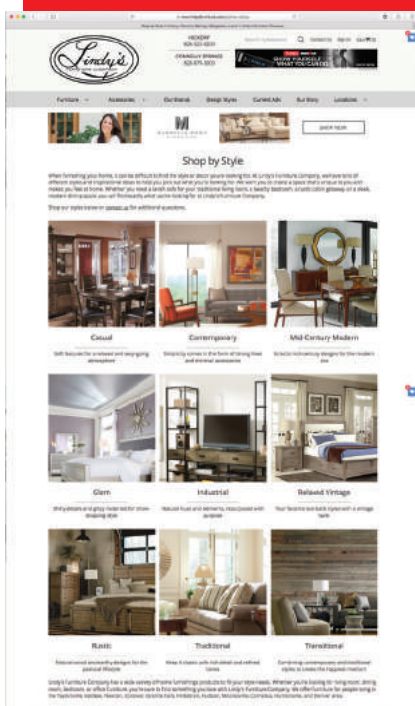
*When You Want Every Delivery
To Bring Joy To Your Customers,
it pays to call Cory Home Delivery.
Here are **five reasons why!***

1. Increase customer satisfaction
2. Save management time
3. Improve productivity
4. Eliminate regulatory headaches
5. Reduce claims, disputes and refused deliveries



Call Cory for a no obligation audit and report of your delivery and warehouse needs

WWW.CORYCOMPANIES.COM • PHONE (201)795-1000 • sales@corycompanies.com



"It is easy to understand why customers shop Lindy's. We are different! We are not your typical store. You can visit our three stores and buy off the floor in most cases, and we ship anywhere in the U.S."

Newspaper article from 1989 shows Lindy standing in downtown Connelly Springs. Text reads, "Hudson owns what was once downtown. Now, near the railroad crossing that bustled with passengers in the nineteenth century, the downtown buildings have been turned into one, 80,000-square foot furniture showroom."

At left, Lindy's Furniture's website developed by FurnitureDealer.net encourages visitors to shop by style and use the room planning feature.



tomers to make their purchases easy and effortless."

Katie: Furniture World: "Do you plan to expand online sales?"

Katie: "We hired Furnituredealer.net to do the website and maintain it, and are already doing on-line business. Right now this business

is typically handled by phone call or e-mail, but in the future we will implement the 'click and order' online method."

Furniture World: "What sort of pay plans do you offer?"

Katie: "Lindy's offers salary plus commissions. We inter-

view in-house and hire the most honest, hard-working employees we can find. There are several talented designers in the stores. Molly Lamp, is at 'Simply Home by Lindy's Furniture' in the Hickory Furniture Mart. Cessy Smith, Owner/Designer, is working at the Lindy's Furniture site in Connelly Springs. Our designers also help to

"Our First Three Days of Our G.O.B. Produced an Entire Month's Worth of Sales!"



Cheryl Bruene, General Manager, Frederick Furniture, Grundy Center, Iowa

Recently the owners decided it was time to close the store. I suggested we contact Larry Mullins. He developed a detailed plan for us. I followed Larry's program to the letter and could not believe the results! **Our little rural town of 2400 produced an entire month's worth of sales the first three days!** With Larry's help our store closing sale was virtually a total sellout and left us with a very nice bank balance.

Why Use Hired Guns and Pay Three or Four Times More?

Sales flat? Cash flow slow? Too much inventory? Need an exit strategy that nets YOU the most money? With a Larry Mullins Turn-Key UltraSales program (Customized to Your Store) **YOU will be in Charge and You'll Net LOTS More Profit!** Call Larry for a free, no obligation, 30-minute consultation ... 904 794-9212 or email him at: Larry@LarryMullins.com

100 YEARS | LINDY'S FURNITURE

stage our showrooms."

Furniture World: "What types of design assistance do you offer to

"Our most important advice is get debt free

as soon as you can.

This way when recessions come, you are stable!"

Lindy's customers?"

Katie: "We design for customers in the store at no charge. They can also pay for in-home services if needed. Most of our customers get the help they need on-site at no cost. Some even bring in their house plans for us to help place furniture, and occasionally bring paint swatches, etc."

Furniture World: "Do you stage events at the stores?"

Katie: "We do stage events! The next one is a fully catered 100th

anniversary party with grilled food and ice cream."

Furniture World: "We noticed some interesting promotions on your website, one was a recliner giveaway. Are these promotions popular?"

Katie: "Our giveaways are a great way to show appreciation to our customers and occasionally bring in new customers who haven't heard of us."

Furniture World: "Your community outreach, are there special charities you support?"

Katie: "We support local families with furniture donations. We also give items to local charities."

Furniture World: "Advertising! What works best for you? We've seen some sharp print ads and, of course, there's your website?"

H. L. Hudson Furniture Inc., is owned by Lindy's wife, Imogene, and Lindy's four children. Celebrating 100 years, Lindy and Imogene are pictured with and the new entrance of the Connolly Springs store.





IT'S MRS. JONES' DAY

*Dedicated to Representing Your Brand and
Earning Customer Loyalty.*

Diakon is dedicated to providing an exceptional home delivery experience for each and every customer. For that reason we established the motto, "It's Mrs. Jones' Day," to remind our delivery teams that their job is the most important through the entire sales cycle.

It's not just another box, another delivery, another statistic, it's a delivery for Mrs. Jones.

Let's Make Mrs. Jones' Day Together.



WWW.DIAKONLOGISTICS.COM | 877-700-4297

"You need to respond

to ever changing technology. We have ramped up our Internet presence and redecorated our stores to attract the buyers of today."

Katie: "Hmmm, not sure we want to give away our secrets! But, keeping that competitive advantage is key! I can say that we don't do any TV or radio. We mostly follow the more current advertising trends."

Furniture World: "Your design and product inspiration, does it come from Markets, foreign travel, reading, the Internet?"

Katie: "We go to all the Furniture

Markets at High Point. We have been to Vegas in the past. We do get inspiration from TV, print, etc. It's hard to tell where all our ideas come from but, when they do, we are sure the customers are excited because it means a new experience for them every time they enter the showroom. We want to be like Disney, same excellent experience, but always add new and interesting attractions."

Furniture World: "All of you at Lindy's are in prime position to comment and/or advise us about multi-generational business and succession issues. Diplomacy and good common sense are factors?"

Katie: "Our most important advice is get debt free as soon as you can. This way when recessions come, you are stable. You can also provide your furniture to your customers at a more cost effective option."

Furniture World: "How do you all see the future of Lindy's?"

Katie: "No question! Another 100 years!"

Furniture World: "And the future of the home furnishings industry?"

Katie: "Right now it is flourishing! Home sales are up in North Carolina. These have to be decorated and customers want to know the furniture store they purchase their home furnishings from will be around for a long time. We have

that reputation... HERE TO STAY!"

Furniture World: "You are also very well qualified to comment on the special role of women now and over the past decades in our industry!"

Katie: "With three owners of Lindy's Furniture being women, I think it is safe to say there is a special role. We make many decisions within the company and are definitely a greater force in numbers."

Furniture World: "Katie, you mention, as does Lindy, that 'special 18-year-old granddaughter, Lexi'. Do you think she will be captured by the thrill of the industry and the fascination of design?"

Katie: "Lexi has shown she is a great furniture salesperson working in the store in the past several years. With her excitement and jovial attitude, customers feel right at home with her. I think she will certainly be a great asset as we grow!"

Conclusion

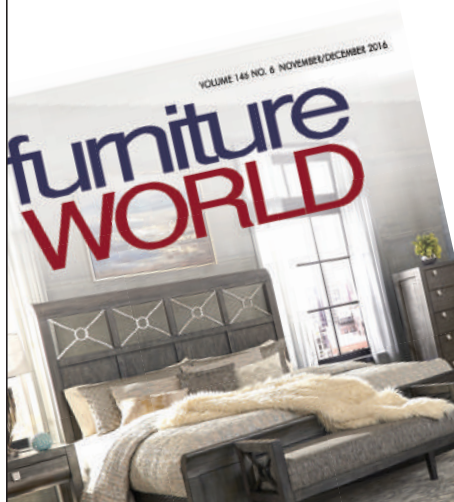
J. E. Hudson and his remarkable descendants were and are overflowing with vitality, imagination, flexibility, perseverance -- and perhaps a trace of stubbornness?! -- gentle humor and kindness, sustained by their beautiful natural environment. They're risk-takers and believers. And endowed with a

Subscribe

Six powerful issues!

In-depth retail focused information to help boost sales, cut costs and identify opportunities.

Subscribe at www.furninfo.com



LINDY'S FURNITURE

powerful line of business women, going forward.

***The book, "Who Moved My Cheese", by Dr. Spencer Johnson, is defined as a "motivational business fable". Published in 1998, the text describes change in one's work and life and four typical reactions to*

those changes by two mice and two "little people". More than 26 million copies have been sold worldwide. The condensed message to readers is: "Change Happens, Anticipate Change, Monitor Change, Adapt to Change Quickly, Change, Enjoy Change! And Be Ready to Change Quickly and Enjoy it Again".

"We want to be like Disney, same excellent experience, but always add new and interesting attractions."

Famous Photographs Increase Showroom Sales!



Artography limited

Exclusively Licensed - World Famous Iconic Photographs, Created by Award Winning Artists.

CONTACT US TODAY

- Generate Showroom Traffic and Referrals.
- Create New High Profit Margin Revenue.
- Licensed & Embossed Certificate of Authenticity with Each Image.
- High Quality Paper at Our Private Lab.
- No Inventory, No Shipping or Handling, No Administration.

Sample Showroom Catalogue Available Upon Request



✓ retail clicks

UNPACKING DIGITAL HYPE

Are unsubstantiated marketing promises wasting your precious ad dollars?

by Bill Napier

Your digital marketing campaigns may be based on doubtful claims, and fraud perpetrated by click farms and bots!

If you read the Point-Counterpoint article, "How Much is Too Much Digital" in the July/August edition of Furniture World (<http://www.furninfo.com/Digital%20Editions>), you already know that over 75 percent of people think that retail digital advertising is intrusive. Now add this to the mix. Maybe the metrics detailing how many likes/follows and clicks you are getting are fraudulent.

For close to two years I've been inundated with sales pitches from marketing companies about the next best digital marketing platforms that promise to help retailers and their industry suppliers' brands get the most out of the web to show more, tell more, and most of all sell more. I've been VERY suspicious about digital marketing claims for years.

Proctor & Gamble Cuts Digital Budget

These suspicions started to come into focus on July 17, 2017 when The Wall Street Journal posted a

headline that Proctor & Gamble, the world's largest advertiser, announced it was cutting \$100MM from its digital ad budget because this portion of their ad spend was less than effective. Add this announcement to the fact that Ad Blockers are growing at double digit rates and you'll hopefully approach digital marketing claims with a similar degree of skepticism.

Buyer Beware?

Remember the adage from the retail marketing pioneer John Wanamaker – "Half the money I spend on advertising is wasted;

"Clicks automatically generated by bots, could reach \$16.4 billion in 2017 and over \$50 billion in 2025."

DISCOVER THE
EXTRAORDINARY

*On the horizon awaits our spectacular collection of furnishings
and alluring objects for every home and lifestyle.*



JAN 28 - FEB 1, 2018

Save the Date at LasVegasMarket.com



LAS VEGAS
MARKET™

"Even Google Admits

it is a problem. It recently announced that it will issue refunds to advertisers for ads bought through its platform that ran on sites with fake traffic."

the trouble is I don't know which half". This quip may be truer today than at the turn of the century when he was in the furniture business.

What's The ROI?

With so many companies out there promoting the next best digital marketing fad, I asked myself this question: What is the ROI reality of digital ad driven companies? I always hear the words/statements "We Increased Conversions by XXX percent." Conversions are clicks that can be manipulated. I'm not saying that every or even most digital ad driven companies are cooking the numbers, but it's recently come to light that digital is riddled with potential ad fraud that's difficult to detect. And, here is why and how it's done.

According to Business Insider, a study commissioned by advertising giant WPP, clicks automatically generated by bots, could reach \$16.4 billion in 2017 and could reach over \$50 billion in 2025. Hey, this fraud and the associated profits are second only to organized crime's drug trade!

But that's not all. Adloox conducted its study across 200 billion daily bid requests, four billion ad calls, and 10 billion ad impressions a month, over a period of 12 months.

Across the 200 billion bid requests, 50 percent were detected as being either non-human traffic (either a bot or a hijacked device) or fraudulent traffic, which includes bad actors trying to spoof real web domains to attempt to pass off to ad buyers as premium publishers.

Google Issues Refunds

Even Google admits this is a problem and recently announced it will issue refunds to advertisers for ads bought through its platform that ran on sites with fake traffic. Google has informed hundreds of marketers and ad agency partners about the issue with invalid traffic, known in the industry as "ad fraud." The ads were bought using the company's DoubleClick Bid Manager.

Google's refunds amount to only a fraction of the total ad spending affected by invalid traffic, which has left some advertising executives unsatisfied, the people familiar with the situation said. Google has offered to repay its "platform fee," which ad buyers said typically ranges from about seven percent to 10 percent of the total ad buy.

Larger marketers are catching on. In July 2017, the Wall Street Journal reported, "Procter & Gamble Co. said that its move to cut more than \$100 million in digital marketing

spend in the June quarter had little impact on its business, proving that those digital ads were largely ineffective."

Ad Fraud Is Not Illegal!

One of the biggest reasons digital fraud is so rampant is simply that it's not illegal. Unlike credit card fraud, bank fraud and false advertising, nobody goes to jail for digital advertising fraud. It's not exactly the sort of activity that elicits a crackdown from law enforcement, which means there is significantly less risk involved. And yet it's extremely lucrative.

So what are the two main culprits?

1. CLICK FARMS: Click Farms are usually located in developing countries with very low wage rates, such as the Philippines, India, and Bangladesh, among others. Many use proxy servers or VPN.

Workers are paid low amounts, perhaps one dollar for a thousand Facebook Likes. Most probably they earn about \$300 to \$400 a year. Click Farms then sell their likes and followers at a much higher price.

You can check this yourself. Just Google the words "Buy Facebook likes" and you'll find several companies listing prices. They include Buy Cheap Social at \$16 for 1,000

New Look in LED Lighting!

- Looks like a Halogen PAR
- 20% less expensive
- Showroom quality LED
- 50,000-hour LED lifetime
- A fraction of the energy usage
- Lowers maintenance costs
- Available in 2700, 3000, 4000 & 5000 color temp.

**GREAT
PRICING
ON THE NEWEST
COST SAVING
LEDs**

Call 800-222-5267



Pictured is the Philips Professional Glass PAR LED. Also ask about the new Instantfit LED Fluorescent for existing T8 fixtures.



Philips Professional glass PAR LED lamps provide the familiar look and feel of all traditional halogen PAR lamps!

See Us At Las Vegas Market

HFA Retail Resource Center, Building B, 10th Floor

Service Lamp Corp.

5 More Great Cost Saving Ideas From Service Lamp!

#1

Replace
halogen lighting
with LED

#2

Replace
outdated fixtures
with LED

#3

Replace
T8 bulbs
with LED

#4

Replace
exit signs
with LED

#5

Replace
inefficient LED
with Philips

800-222-LAMP (5267) • www.servicelamp.com

Your Complete Lighting Source

✓ retail clicks

UNPACKING DIGITAL HYPE



'real human likes'; BoostLikes at \$71 per 1,000 likes; or iBuyFans with 1,000 likes for \$17.99 or 10,000 for \$149.99.

There are ways to check the validity of your followers. One such option is available for Twitter called Twitter Audit. I used it on my @Napier Marketing Twitter account and I'm happy to say that 98 percent of my followers are real. Among my 1,557 followers, the audit reported 16 fakes.

Even though I carefully check every request "to follow" on Twitter, it looks like I still got duped, which reaffirms my statement BUYER BEWARE!

When people follow me, I'm astounded when I see they have 100M followers, etc. Hmmmmmm

"Remember the adage from retail marketing pioneer John Wanamaker.

'Half the money I spend on advertising is wasted; the trouble is I don't know which half!'"

I ask myself.

While doing research for this article, a website www.clickmonkeys.com came up #1 organically in a Google's search. It peaked my interest.

Their marketing message to potential clients is they solicit marketers who are under pressure to have social platforms perform. If you hire them, you'll get the clicks/followers, etc., to boost your rankings, creating a perception that you "are liked/loved".

Their website states, "Would we be offering this service over the Internet if it weren't legal? Hell no! Click Monkeys!!™ is a Ukrainian company and the giant tanker ship click farm we have stationed just outside U.S. waters off the coast of San Francisco is registered at a Ukrainian berth so we're not subject to any U.S. laws!

"Over 20,000 Click Monkeys!!™ live and work aboard our click farm. They work in shifts of 5,000 24 hours a day, seven days a week, 365 days a year!! Each monkey is able to access 12 pages per minute which gives us incredible traffic potential, just look at this math: 1 monkey x 1 hour = 720-page views/clicks. 1 monkey x 1 day = 17,280-page views/clicks. 5,000 monkeys x 1 day 86,400,000 page views/clicks!!!!"

2. BOTS. A recent article in ADWEEK noted, "Online ad fraud driven by bots will cost

brands \$7.2 billion globally this year, according to a forecast in a new joint study by the Association of National Advertisers and White Ops. That's up from the \$6.3 billion the two organizations predicted in a similar report for 2015.

What is a BOT? According to ZVELO, a company that provides web filtering, brand safety, traffic quality analysis, contextual targeting, subscriber analytics and ad fraud prevention, "Ad fraud happens when a bot attempts to imitate legitimate web traffic (acting like a real person visiting a website) and generates additional (but fraudulent) web page views (and therefore revenue) for the website publisher. The advertisers' budgets are compromised, as their dollars are being wasted on ads being served to bots rather than humans. This results in the advertisers and the end users paying the price for this fraud, as well as being exposed to the risks associated with malicious and fraudulent bots. Recent estimates have put the cost of Ad fraud at 20-30 percent or more of the online advertising spending, or several billion dollars a quarter."

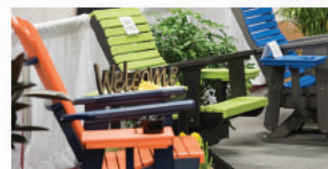
Tactics Deployed By Ad-Fraud Bots

Tactics used by bots according to ZVELO include:

- "Re-targeting Fraud: This bot

2018 Furniture Expo

SAVE THE DATE!
MARCH 20-21, 2018



The NIWA is an association consisting of quality furniture builders located in the heart of Amish country in Northeast Indiana. All products are American made and built locally. The NIWA Furniture Expo is an important opportunity for more than 90 exhibitors and hundreds of dealers, to discuss ideas, identify customer trends, and reveal new possibilities.

Categories represented include:

- Bedroom Furniture
- Dining Room Furniture
- Living Room Furniture
- Occasional Tables
- Office Furniture
- Cabinetry
- Game Room Items
- Entertainment
- Outdoor Furniture
- Crafts & Accessories
- Finishing
- Flooring

The two-day 2018 Expo extravaganza at the Michiana Event Center (March 20 - 21) will include picturesque furniture displays, diverse products and innovative designs. There will be a Mowhawk Workshop demonstrating "Hard Fill" technology for repairs to damaged furniture both days of this year's show. The event offers attendees practical and inspiring ideas to help show and explain to customers how handcrafted hardwood furniture is one of the best investments for a home or office.



**NORTHERN
INDIANA
WOODCRAFTERS
ASSOCIATION**

NEW in 2018 -

RAFFLE! Giving away over \$40,000 in quality built furniture merchandise certificates and prizes!

*2018 Furniture EXPO
will be at the
All New MEC!!*

Request an invite today at
www.indianawoodcrafters.com

877.402.9090



"Says Click Monkey's website,

'Would we be offering this service over the Internet if it weren't legal? Hell no!'"

can mimic a human's intentions, such as an interest in a specific brand of car. Ads targeted to a particular niche result in a higher CPM than un-targeted ads. These bots deceive advertisers into believing they are receiving valuable, targeted traffic and clicks."

- **"Sophisticated Fraud:** This type of bot travels around the web visiting websites, viewing

ads and clicks using sophisticated algorithms. Think of it as a digital ghost that is always boosting the click-through numbers.

- **"Ad-fraud Botnets:** These bots run quietly in the background of infected computers without making their presence known to the owner. Then, under the hacker's remote control, the botnet — which can be

rented through black-market Internet forums — is directed to visit certain websites. The most sophisticated bots are programmed to click from one website to another, watch videos for their duration, and even add items to an online shopping basket."

Advertising Age reported that for "Every \$3 Spent on Digital Ads, Fraud Takes \$1."



MaxWood The Kids & Youth Furniture Experts

Jackpot!™ now available in **Grey & Espresso**

Visit us at maxwoodfurniture.com or call Peter at 203.916.2075

The "Hits" Keep Coming In

AdNauseam(<https://adnauseam.io>) a company, under the guise of "DOING GOOD" actually does really bad things to your ad budget. Their landing page states, "As online advertising becomes ever more ubiquitous and unsanctioned, AdNauseam works to complete the cycle by automating Ad clicks universally and blindly on behalf of its users. Built atop uBlock Origin, AdNauseam quietly clicks on every blocked ad, registering a visit on ad networks' databases. As the collected data gathered shows an omnivorous click-stream, user tracking, targeting and surveillance become futile."

AdNauseam was recently banned by Google on Chrome. It is a free browser extension designed to obfuscate browsing data and protect users from tracking by advertising networks. At the same time, AdNauseam serves as

Ohio THE SPRING 2018
HARDWOOD FURNITURE MARKET
presented by the Hardwood Furniture Guild *Hf*



distinctive **PIECES** *by*
distinctive **PEOPLE**



SAVE THE DATE
April 4-5, 2018

at Harvest Ridge
Millersburg, Ohio



REGISTER NOW

at OhioHardwoodFurnitureMarket.com or by calling 877.643.8824

"What can you do?"

First focus on real people. Choose email campaigns and digital marketing companies that focus on a users' IP address that can marry that information to a real home address and prove it."

a means of amplifying users' discontent with advertising networks that disregard privacy and facilitate bulk surveillance agendas.

AdNauseam joins a broader class of technical systems that attempt to serve ethical, political, and expressive ends. In light of the industry's failure to self-regulate or otherwise address the excesses of network tracking, AdNauseam allows individual users to take matters into their own hands, fighting back against unidirectional surveillance. Taken in this light, the software follows an approach similar to that of TrackMeNot, employing obfuscation as a strategy to shift the balance of power between the trackers and the tracked.

What Can You Do?

First, focus on real people. Email campaigns and digital marketing companies that focus on a users' IP

address that can marry that information to a real home address and prove it. There are companies out there like El-Toro. I've been talking to them for a year, and their case studies in the furniture industry have me convinced they have a better mousetrap. Why? Because they hate "click marketing" and their case studies show successes in sales dollars vs. spend, instead of the ubiquitous Clicks/Conversions vs. sales dollars spent.

Second, make sure that whomever is running your digital campaigns "prove to you" that the traffic generated is real.

If you Google Digital Ad Auditing, you'll find 3,600,000 results.

If your digital ad company doesn't give you a full audit, RUN. If their audit shows a percentage of potential BOT/Click Farm Fraud, make sure you get a credit back for that percentage.

In summary, home furnishings

retailers should be skeptical when a marketing person pitches information on the newest/coolest digital marketing technique without providing due diligence. Don't get talked into adopting a platform that has the potential to waste precious advertising dollars on the newest supposed best way to attract and engage customers. Website stats can be reported in a number of ways that can be confusing. Finally, there are new and traditional programs that do get response, that do work, so don't be discouraged.

Note: Information shared from ZVELO.COM was used with permission.

About Bill Napier: Bill Napier is Managing Partner of Napier Marketing Group. He has been the chief marketing officer of several small, medium and large companies throughout his career, most notably Ashley Furniture Industries.

Bill is also a featured writer and speaker in the retail industry. His passion is to help retail brands & brick mortar retailers grow their businesses by creating, guiding and deploying successful marketing B2B/B2C solutions integrating traditional marketing with the web/social media. He has demonstrated this with his FREE website www.social4retail.com with hundreds of articles and "how-to" strategies for retailers and brands. Bill can be reached at: billnapier@napiermkt.com or 612-217-1297.

BOOST HOME FURNISHINGS SALES

5% OFF
furniture tags
and signs

See them all at...
www.signs4retail.com
or call 1.800.346.8116
Enter Promo Code FWORLD5

The advertisement displays several colorful sale signs: 'Mattress Sale', 'Recliner Sale', 'Dining Table Sale', 'Holiday Sale', 'Christmas Sale', and 'Winter Wonderland Sale'. Each sign includes a 'Save \$' graphic and a table of savings.

Best Selling DESIGN



Borkholder

This sculptural etagere with cantilevered shelves is built in two pieces with a finished back. It can be used as a room divider. The bottom half doubles as a mudroom bench with felt-bottom storage crates that slide easily into place. Made of solid Red Oak, shown here in the Onyx finish.

Contact information on page 80.



Huntington House

The 7445-50 chair is the perfect marriage of classic style and modern flair. It is shown here in a Jacobean print with hand-applied accent nails in a Nickel Plate finish. Handcrafted to order, in fabric or leather.

Contact information on page 80.



Horizon Home

Midtown 80" multipurpose console in warm, solid wood, honey pine finish and stenciled door fronts. The mid century designed case gives a retro feel to this unique look.

Contact information on page 80.



Glenmont

The Euclid Forge Collection features strong right angles coupled with visible wood planks accenting each piece.

Contact information on page 80.

Best Selling
DESIGN



Southern Furniture

The Marshall Collection features fully upholstered outdoor furniture available in 7' and 8' sizes as well as many sectional configurations, indoor and outdoor fully upholstered and slipcover options.

Contact information on page 80.



Lazarro Leather

Smooth leather and polished metal come together in the Lexus Love Seat, part of an eye catching collection.

Contact information on page 80.



Craftmaster

This monochromatic piece blends a contemporary palette with a casual, relaxed texture story to create a calm and welcoming feel.

Contact information on page 80.



Artography

Artography's broad selection of iconic licensed images spanning 75 years instantly create customer engagement and add-on sales. Art is available in many sizes, framed or unframed.

Contact information on page 80.



Capel Rugs

The Spencer rug pictured is machine woven on Axminster looms, made in Holland from 100% New Zealand wool. Other rugs in the collection include Crown, available in charcoal and mushroom, Keshan in cream and navy, and Panel in multi and oyster.

Contact information on page 80.



Agio

The Aurora Fire Pit Chat Group features bold seating surrounding a central rectangular fire pit centered in a roomy porcelain tile tabletop.

Contact information on page 80.

Furniture of America

The Eutropia bed is reminiscent of wicker and traditional basket patterns found in country settings. The padded fabric headboard is framed by alternating waves of carved wood.

Contact information on page 80.



Best Selling DESIGN



Windermere Motion

The Crystal Ultimate Power Recliner™ with lift option has an easy-to-reach built-in USB port. Features include dual side pockets and chaise pad construction with optional Never Cold Again, personal zoned heat in the back, seat and legs.

Contact information on page 80.



Eleanor Rigby Leather

Jessie accent chair shown in Sweet Pea leather with base crafted from solid Wenge wood.

Contact information on page 80.



Jaipur Home

The Sumner Wine Cabinet is one of the fabulous accents available from Jaipur Home known for great rustic looks and trendy industrial designs.

Contact information on page 80.



Elran

The Finn collection has a modern, contemporary design with flanged arm, clean lines and lounge seating. Features include a power assisted reclining headrest, power recliners, and a USB port.

Contact information on page 80.



Hooker Furniture

This bed is constructed of Poplar solids and Oak veneers in a finish reminiscent of a bourbon barrel burnished over time. Features include individually framed aged leather panels with button-tufted centers. The low-profile wooden foot-board has a rich Oak wood tone with hints of burnished black.

Contact information on page 80.



Kas

Casablanca, machine woven traditional in 18-colors of polypropylene frisee yarn are made in Turkey.

Contact information on page 80.

TōV

Durable and chic, with a white hand-finished concrete top, this table from the Astoria collection is completely handmade. It features a combination of wood, concrete, and metal materials.

Contact information on page 80.



Whittier Wood

This contemporary styled bedroom group is made of solid American Alder and Black Walnut veneered hardwood. Features include splayed legs with superb engineering for strength and durability. The low profile 13" height is ideal for modern settings.

Contact information on page 80.

Best Selling DESIGN



Maxwood

The Jackpot all in one loft, twin over full with storage.
Contact information on page 80.

Style n Living

The Cyprian Dresser is made of Acacia Wood, with Light Tube finish. Measurements are 58 x 20 x 36 inches.
Contact information on page 80.



Null

This table is part of a small-scale eight piece collection combining Arts and Crafts and Mission influences. Shown in a rich aged and distressed Coffee Bean Finish. Three cocktail tables are offered including a 46" rectangular. Features include beveled solar bronze inset glass tops and aged bronze drawer pulls.
Contact information on page 80.



Omnia

The Power Solutions 509 is perfect for a family room or it can be customized to complete a home theater. Multiple style arms, legs and configurations are available.

Contact information on page 80.



Twin Star

The Asher Collection accent cabinet in Pure Gray with high gloss white top and doors is decorated with dark brushed nickel handles. The cabinet features glass-front double doors, adjustable shelf and sliding bottom shelf, perfect for printers, office supplies and other items.

Contact information on page 80.



Nourison

Intricate warm shading adds delicate balance and dimension to this angular hand knotted design crafted from New Zealand wool, linen, silk, and bamboo.

Contact information on page 80.

Chromcraft

The Kitchen Décor collection brings dining back into the kitchen with finishes that match today's most popular major appliances. Shown in Stainless Steel, this group is also available in Black Nickel, Shiny White and Shiny Black finishes. Available in five swivel tilt chair designs with memory foam seating, and a selection of 80 custom fabrics. Tables feature "family friendly" laminate tops in Concrete, Driftwood, Gray, Smoke, and White.

Contact information on page 80.



Fashion Bed Group

Add style to any bedroom with the Berwyn Bed. The open outline of the frame and its smoky iron finish gives this bed an elegant feel.

Contact information on page 80.



HOW HENRYs WILL CHANGE THE HOME DECOR MARKET

Part 2: Focus on strategic shifts, not marketing & messaging tactics.

by Pamela Danziger

The essential question marketers must ask is what does this affluent demographic group want for their homes?

In targeting the HENRYs (high earners not yet rich) and their home decorating needs, the essential question all marketers must ask is what do HENRYs want for their homes? Unity Marketing has identified three key trends shaping the future of the home furnishings market based upon shifting values in the mindset of the HENRYs, particularly young HENRYs on the road to affluence.

Smaller Space - Bigger Living

It was mentioned in the first part of this series published in the May/June 2017 issue of Furniture World Magazine, that the tiny house trend fits perfectly with Temperate Pragmatist consumer psychology, briefly described in the chart caption on page 54. But it's also an emerging trend across an entire younger generation of consumers.

Today people are seriously evaluating their lifestyles, what they need, what they own and most importantly, what they really need

to own. It's a mindset focused on doing more with less, and many young HENRYs are adopting the tiny house mindset, even if they haven't moved into tiny houses.

It's a focus on quality of life, not quantity of possessions. It means they are making strategic compromises based on value. Here are some ways they are expressing it:

- Spending only \$50 for dinnerware set of eight place settings, but purchasing a \$500 KitchenAid stand mixer;
- Buying a boxed wine for \$20, but serving it in \$20 per Riedel stem wine glasses;
- Paying \$.49 per sq. ft. for laminate flooring and \$300 for an area rug at IKEA, but choosing to spend \$500 on a Dyson vacuum cleaner and \$2,000 on Natuzzi leather sofa.

Focus On Quality Of Life

Confusing? Not to HENRYs! What distinguishes the choic-



匠心质造
全能对接
Better Life
Better Work

BETTER LIFE BETTER WORK 2017 CHINA GUANGZHOU/SHANGHAI INTERNATIONAL FURNITURE FAIR



March in Guangzhou · Pazhou



September in Shanghai · Hongqiao

ciff.fairwindow.com



The 41st China International Furniture Fair (Guangzhou)

18-21 March 2018

home / home decor / home textile / outdoor

28-31 March 2018

office / hotel / commercial / machinery & raw materials



China Import and Export Fair Complex & PWTC Expo



The 42nd China International Furniture Fair (Shanghai)

September 2018

home / home decor / home textile / outdoor / office / hotel / commercial / machinery & raw materials



National Exhibition and Convention Center (Shanghai) in Hongqiao



Store Design & Layout
Updates & New Construction



conniepost@conniepost.com
(304) 634-1450

"Home Marketers

need to use branding and marketing to make the value proposition crystal clear, otherwise HENRYs will opt for the cheaper choice."

es above – KitchenAid, Dyson, Natuzzi, Riedel – is strong branding around a powerful quality message. Without it, a product becomes a mere commodity.

Home marketers need to use branding and marketing to make the value proposition crystal clear, otherwise HENRYs will opt for the cheaper choice.

Function and Style

It's substance over style for HENRYs. When weighing purchase decisions, HENRYs favor options that give them the utmost in practical utility and function over a choice that looks good but is lacking in quality and substance. And if a choice offers both function and style to the highest standards, HENRYs will pay the premium required. They favor choices that don't require compromises, but when they have to choose, they opt for maximizing function and utility over style alone.

That's why IKEA is moving aggressively to enhance the quality and function of its home décor offerings. Known for its "look for less" furnishings, IKEA determined its furniture needed a

serious makeover on the inside to improve quality, so that its furniture is more durable and delivers more comfort along with style.

It's a strategy custom made for HENRYs which makes IKEA the second most popular HENRY home furnishings' shopping destination after Bed, Bath & Beyond in Unity Marketing's most recent Affluent Consumer Tracking Study.

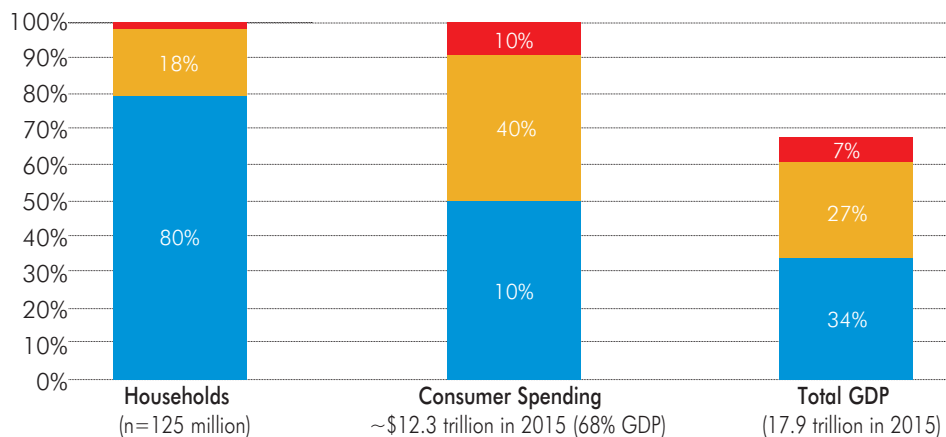
Luxury in a Brand New Style

Especially among the Gen X and Millennial generation affluents, the old style of luxury has taken on many negative connotations. For them, old luxury reeks of over-indulgence, conspicuous consumption, elitism, extravagance, status seeking and, most especially, reflects income inequality and the excesses of the one percent. Brands need to market luxury in a new style that reflects the next generations' values.

Mistakenly, too many luxury brands call the HENRYs aspirational, which implies their aspirations align with their old style concept of luxury. Aspirational the young HENRYs may well be, but not necessarily for the old luxury

HENRYs Contribution to U.S. Economy

(source: Unity Marketing)



Source: Bureau of Economic Analysis, Bureau Labor Statistics, Unity Marketing

CONNECT HENRYs

- < 100k HHI
- HENRYs (100k -249.9k)
- Ultras (250k+)

that these brands are selling.

Rather, HENRYs are aspirational for an authentic lifestyle and true happiness, which research shows comes by what they do and experience, not what they have or own. This shifts in consumer psychology calls on luxury brands to tell new stories. Young HENRYs reject their parents' and grandparents' ideas of luxury in favor of concepts that are more practical, functional, inclusive, democratic, responsible, and, ultimately, more affordable.

Surely, HENRYs want high quality, superb workmanship, and all the other quantifiable features that luxury home brands promise. But they also want to align their consumer behavior with their personal values. Too many young people

believe that the term "luxury" signifies something is over-priced.

So calling a brand luxury doesn't necessarily make it so. In fact, if you have to call it luxury, it probably isn't. The title of "luxury brand" must be earned in the mind of the consumers. It can't be a label that a brand claims for itself. Therefore, use the L-word with extreme caution and learn how to communicate luxury in a brand new style.

New Demands New Ways To Market

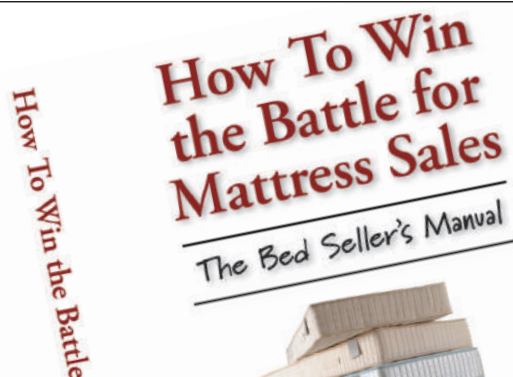
The question of "how to find new customers" rose to the top as the biggest challenge to growth in a recent survey of luxury indus-

try insiders conducted by Unity Marketing in association with Luxury Daily.

The answer for home furnishings marketers is here: It's the HENRYs!

For HENRYs, particularly young

"Known for its 'look for less' furnishings, IKEA determined its furniture needed a serious makeover on the inside to improve quality."



"The Best Overall Resource For Mattress Sales Professionals!"

by David Benbow.

291 pages of sales boosting power.

Get It At... <http://www.bedsellersmanual.com>

"HENRYs' status symbols

are more about brands that express values and identity. Think Mini Cooper, rather than Mercedes; or a Filson messenger bag, rather than one by Louis Vuitton."

affluents 24-44 years old who will become the next generation of luxury consumers, making money, getting promoted, or becoming a partner is all well and good, but traditional accomplishments are not the only prize they are after.

More important to this group is the accomplishment of achieving a personal goal and digging deep to succeed at something truly remarkable, like completing an Iron-man triathlon or doctoral dissertation.

These smart, accomplished young people know that by choosing the right profession and working hard at it, just about anybody can make a lot of money, if that is what one aims for. But HENRYs measure their success in ways more personally meaningful than just financial success. That's why for many HENRYs,

luxury-brand watches have lost much of their status-symbol cachet, since owning one mainly communicates how much money one makes and spends. HENRYs are looking for brands that communicate something more meaningful than just net worth.

For young HENRY affluents, there is a distinct generational component to their chosen status symbols. They reject their parent's or grandparent's status symbols, in favor of symbols that communicate to their peers to which 'tribe' they belong.

So HENRYs' status symbols are less about traditional high-end luxury brands and more about brands that really express one's values and identity. Think a Mini Cooper, rather than a Mercedes; or a Filson messenger bag, rather than one by Louis Vuitton; or a Shinola Runwell watch, instead of a Rolex.

That said, the TAG Heuer watch brand, after an unsuccessful attempt by corporate parent LVMH to move the brand upmarket to compete in the luxury price range of \$5,000-\$10,000, has recently reversed course, and brought the core of the product line back to a more affordable \$1,000-\$5,000 price point with new positioning aimed at the spirit and mindset of the HENRYs.

Even at \$2,000, a TAG Heuer watch is luxurious. The new branding tagline, "Don't Crack Under Pressure", and its alignment with youth-skewing sports brands like Red Bull as well as celebrity icons, like Super-Bowl champ Tom Brady, super-model Cara Delevingne, and tennis star Maria Sharapova, are intended to resonate with HENRYs.

Getting to the "Why" of the Brand

In a recent talk at the Hackers on the Runway conference in Paris organized by TheFamily, marketer Seth Godin asked, "Is Digital the End of Luxury Brands?" His question should have been, "Is the Digital Generation, i.e. young HENRYs, the End of Luxury Brands?"

The key challenge for home brands and the young HENRYs is not about how they connect, but how to create new and compelling reasons why their brands are meaningful and important to this digitally-empowered generation.

Getting to the "why" of the brand is where the future of marketing to HENRYs starts. New branding and marketing strategies are what's needed, not just creative programming or digital-marketing tricks.

"New branding and marketing strategies are what's needed, not just creative programming or digital-marketing tricks."

MALAYSIAN
INTERNATIONAL



FURNITURE
FAIR 2018

8-11 March
PWTC & MITEC
Kuala Lumpur, Malaysia

2018
**Design
Connects
People**



Most Happening
**GLOBAL FURNITURE
TRADE SHOW IN
SOUTHEAST ASIA**

Visitors from 140 countries and regions

Top Quality
WOOD FURNITURE

HOME & OFFICE
Solutions



Featuring:



MIFF Office



MIFF Timber Mart

Organised by:



UBM

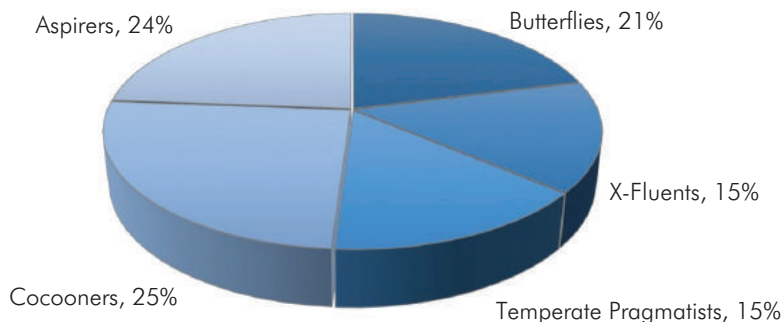
T +603 2176 8788
F +603 2164 8786
E info@miff.com.my

Strategic Partner:



www.miff.com.my

The Five HENRY Consumer Personalities



It is all about tailoring the brand message to the unique psychology of younger consumers on the road to affluence.

Today, luxury brands telling old luxury stories of exclusivity, status, indulgence and over-the-top extravagance repel more than they attract. New narratives are required that maintain the elevation of the brand above the masses, yet connect with the unique consumer psychology of the next-generation luxury customer, democratic, not elitist.

This doesn't necessarily mean that traditional luxury brands must forsake the qualities and values that made them great, but pruning and shaping strategies and mes-

saging to keep the luxury brand vital and relevant may be required.

Today too many luxury brands focus on new marketing and messaging tactics when focusing on HENRYs, while ignoring the strategic shifts that need to be made. And that requires putting the customer front and center. Forget about the history of what the luxury brand used to stand for and give HENRYs the luxury they really want, need and desire.

About Pamela Danziger: Pamela N. Danziger is an internationally recognized expert specializing in consumer insights for marketers targeting the affluent consumer. She is president of Unity Marketing, a marketing consulting firm she found-

Aspirers are on their way up and want to be perceived as players. For them, luxury is about showing social status and prestige.

Cocooners are all about the home; decorating it, furnishing it, surrounding themselves in a cocoon that makes them feel warm, secure, comfortable and happy.

Home brands are largely missing out on selling to **Butterflies** by focusing on selling the "thing," rather than focusing on the experience.

While **X-Fluents** enjoy luxury to the fullest, they may, or may not choose the most exclusive and expensive brands.

Temperate Pragmatists are concerned about the environment and the negative effects of the typical American throw-away, disposable consumer lifestyle.

For more information on these Henry personalities, check out the first part of this series in the May/June 2017 issue of Furniture World Magazine (see the digital editions section at www.furninfo.com).

ed in 1992. Pam uses qualitative and quantitative market research to learn about luxury marketers' brand preferences, shopping habits, and attitudes about their luxury lifestyles, then turns these insights into actionable strategies for marketers. She has published a new mini-book to serve as a guide to the most important affluent demographic for luxury brands' future. Entitled, *What Do HENRYs Want?*, (visit <http://bit.ly/1RfgwUX>). It is a concise overview of the HENRYs, why this new demographic group is important to brands, and how to connect with this high-spending customer, poorly understood by marketers serving both the mass market and also the luxury markets. For more information visit Unity Marketing at www.unitemarketingonline.com or email Pam188@ptd.net.

5% OFF
furniture tags and signs

See them all at...
www.signs4retail.com
or call 1.800.346.8116
Enter Promo Code FWORLD5

JAIPUR HOME

High Point Plaza Suites Space 406



Discover a Myriad of **Possibilities**

Fabulous bedroom - dining - occasional and accents!

Great Prices - US Warehouse - No Minimums - Everything Mixes! *Call Today* For More Information



Corporate Office:

315 S. Lincoln Street, A-2 Lowell, AR 72745

Tel: (479) 273 1525 Fax : (479) 254 0877

Email: nsoni@jaipurllc.com • Website: www.jaipur-home.com

OLD TECH

YOUR TELEPHONE!

by David Benbow

One old easy-to-use technology still endures, and indeed thrives. Here's how to make it pay!

Over the last couple of decades we have seen a great many of the latest, hottest new technologies blaze upon the business world and then quietly burn out when some newer, hotter technology replaced it. However, one very ancient technology still endures, and indeed, thrives. It is so old that my great-grandmother used it when she was young! This technology is, of course, the telephone.

While the old, wooden-box phone that grandma used is unrecognizable to today's smartphone-obsessed millennials, its primary function is still the same; which is to directly communicate with someone you cannot see from a distance greater than you can shout.

But, so much for the history lesson. What we want to talk about in this article is how to properly use the phone for the benefit of your business; and, how to improve any stone-age phone practices that still persist in your retail operation.

It's The Tone Of Voice

During this essay, I will reference several points I found in an Internet article from Kizer & Bender

called, "The Lost Art of Answering the Telephone," dated April 8, 2013. In the aforementioned article, the writer describes research which suggests that face-to-face communication is much different than telephone communication. To quote, "When face-to-face, we pick up 55 percent of our cues from body language, 38 percent from tone of voice, and just 7 percent from the actual spoken words. But, over the telephone, 86 percent of a caller's cues come directly from the tone of voice, and just 14 percent from words used." The article also says callers develop

"Keep a telephone message book by all in-house telephones.

For every caller, record the caller's name, telephone number, and the reason for the call."



INTERNATIONAL
FURNITURE
FAIR
SINGAPORE



ASIA'S PREMIER DESIGN-LED SOURCING PLATFORM

BOOK YOUR
SPACE NOW!

8 - 11 MARCH 2018
SINGAPORE EXPO

www.IFFS.com.sg

Co-locating shows:

ASEAN FURNITURE

nook

In conjunction with: SingaPlural Celebrating Design

A partner event of:

SINGAPORE
DESIGN
WEEK
SINGAPORE COUNCIL

Organiser:

IFFS International Furniture Fair Singapore Ltd

A subsidiary of:

sfic

In association with:

amp

Supported by:

ASEAN FURNITURE
INDUSTRY COUNCIL

ASEAN

International
Enterprise
Singapore

88
Singapore
& SOUTHEAST ASIA

SPRING
Singapore
Architectural

Endorsed by:

aif

Approved Event

Collaborative partner:

opico

Held In:

Singapore

"We've all heard

lengthy, upbeat phone greetings that sometimes are so long that they can become annoying. I sometimes forget why I called!"

their first impression of a business in just four to six seconds, mostly based on the TONE of voice of the person answering the phone.

Phone Etiquette

The following points were adapted from the article cited in the last paragraph. They are useful reminders.

- 1. Answer the phone within three rings:** Many callers will hang up if the phone rings half a dozen times or more. If a real person cannot answer within three rings, you might consider installing voice mail with an inviting message.
- 2. Have a standard phone greeting:** First and foremost, remember, you are a pro! Stop, smile and adopt a friendly,

pleasant tone of voice for the caller, no matter what kind of mood you are in.

We've all heard lengthy, upbeat phone greetings that sometimes are so long that they can become annoying. "Good morning, it's a great day to be alive and having fun here at Wonderful World of Waterbeds here in Central Plaza Shopping Center. My name is Melinda! How can we help you sleep better today?" I'm sometimes so distracted by the greeting I forget why I called. The point is, having a standard greeting takes the suspense and uncertainty from having to interrupt what you are doing to answer the phone.

- 3.** Several things can happen when you answer the phone:
 - Callers On hold.** Nobody likes to be put on hold, and especially nobody likes to wait for a long

time on hold. According to one company that specializes in messages-on-hold, 85 percent of on-hold callers will wait IF there is an informative message being played while they wait. This hold time is a great way to educate the caller about products, advertising, location and other amenities of the store. The possibilities for an on-hold message are endless. If you choose music, use instrumental music and preferably neutral (how about classical?) music that does not loop through the same piece over and over again. So much of today's on-hold pop music is just downright offensive to many people.

- Connecting Callers.** Don't just put a caller on hold and hope the person you put them through to answers. Try to locate the person called, inform them that they have a call waiting, and then get back to the caller and introduce them to the person.
- Not Available.** Tell the caller if a person is unavailable or out of the office. Ask to take a message for him or her. If the called person has voice mail, offer to connect the caller with the voice mail system.
- Take A Message.** Keep a telephone message book by all in-house telephones. For every caller, record the caller's name,



Find authoritative articles on EVERY retail store topic!

Visit www.furninfo.com

Advertise BIG...Use your truck!

- Delivery Truck Graphics
- Vehicle Wraps
- Window Graphics
- Wall Graphics
- Floor Graphics

TruckSkin.com
Serving the USA and Canada
877-866-7546



Why Drive This?



When You Can Drive This!

What Makes Us Different?

Our Graphics are

Vibrant. Durable. Reusable!

Serving the Furniture Industry....Since 2000.

OLD TECH



telephone number, and the reason for the call. Don't forget to record WHO the call was intended for, if it applies. Repeat name spelling and phone number back to the caller to make sure no errors were made in writing the message.

- **End A Call.** Be sure to end every conversation pleasantly. Understand the purpose of the call and respond accordingly. Do this by writing down immediately any information you need to complete the caller's request.

You can visit the Kizer & Bender's website at www.kizerandbender.com for more detail.

Make That Incoming Call Work For You

Beyond the basic principles of simple phone etiquette, the phone has the potential to be a powerful sales tool for the RSA and the store.

Let's say that somewhere out in the big city, a person needs new

furniture. He picks up the phone and somehow gets your store. He may not even be sure which store he is calling; he just needs information from a real person.

You, the RSA, answers. Don't forget, smile (this helps bring on a good mood), adopt a pleasant tone of voice, and give your upbeat, standard phone answer.

Note that this is very much like the "Meet and Greet" when you are working the showroom floor. After the greeting, begin the Qualifying Step, just as you would if the customer was standing in front of you. Only this time, the caller is far more influenced by your TONE of voice than your body language or actual words.

1. **Find out why the caller is calling.** There can be many reasons.

- *To inquire about new furniture*
- *To complain about old furniture*
- *To check on status of an order*

This list could go on and on but, on this particular call, he wants to

know about dining room suites. Have a writing instrument and note pad available to write down what the caller is saying. Read my article on qualifying questions at <http://www.furninfo.com/Authors/David%20Benbow/37>.

2. **Identify yourself. Explain what you can do to help.** Also, identify the store. He may have just grabbed your store at random from the Yellow Pages or an on-line list.
3. **Make sure callers know how to get to your store.**

"People who call multiple stores usually wind up going to the one where they got the best treatment and the most useful information."

45th
EDITION

OVER 2950+ EXHIBITORS
HOME | LIFESTYLE | FASHION | TEXTILES

ufi
Approved
Event



1,97,000 + Sq.Meter Area
5 Power Pack Days

Gifts & Decoratives | Furniture & Accessories | Home Furnishings | Houseware | Fashion Jewellery & Accessories
Lamps and Lighting | Christmas and Festive Décor | Carpets & Rugs | Bathroom & Accessories | Garden & Outdoor
Educational Toys and Games | Handmade Paper Products & Stationery | Leather Bags & Cases | Candles, Incense & Potpourri



23 - 27
FEBRUARY 2018
India Expo Centre & Mart
Greater Noida Expressway
NEW DELHI, INDIA

Register Online: www.epch.in/ihgfspring



For more information, please contact:

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

Tel: +91 - 11 - 26130692, 26135256, Fax: +91 - 11 - 26135518/19

E-mail: visitors@epch.com Web: www.epch.in

Interact with us at:      epchindia

Toll Free: 1-888-664-8664 USA & Canada

OLD TECH

YOUR TELEPHONE

Give him the address and nearest major cross streets. I don't care if he has GPS. That device is not always correct and has been known to misguide travelers. Tell him what the store looks like and point out distinguishing features and neighbors. Remember, a lot of furniture stores congregate together in a geographic area. Don't go to all this work just to earn a customer for a store down the street.

4. Give the caller an incentive to come see you.

Unless you are authorized to give some special discount, the best way to impress the caller is to dazzle him with your superior knowledge and helpfulness. I have found that people who call multiple stores usually wind up going to the one

where they got the best treatment and the most useful information.

5. Put yours and your store's best foot forward.

SELL yourself and the store. Any positive features and benefits of the store should be spelled out including: best price guaranteed, free same day delivery, easy access from the freeway, lots of parking, air conditioned, always in stock, late store hours, and so on.

Sell yourself by showing yourself to be a professional who knows his merchandise and knows how to solve the caller's furniture problem. Professionalism really does stand out over the phone. So does amateurism.

6. Create urgency if possible.

Give the caller a

compelling reason to come to your store to see you.

7. Get the caller's contact information:

Quite often, when someone calls a store for information about new home furnishings, the RSA receiving the call must do some research to answer the caller's question. Always get the caller's name, phone number and e-mail so that you can follow up with a detailed, helpful response.

8. Make an appointment with the caller, if possible.

Do everything possible to lock in the caller as your customer. Maybe then, she will ask for you when she comes in the store.

Treat callers the same way you would treat a walk-in customer. Qualify, qualify! Find out why they are calling. Remember, you can't really select, demonstrate or close sales over the phone. But you can qualify. Make them want to come into the store to become customers.

Try not to give simple yes or no answers to questions. Respond to statements and questions by asking your own questions. Remember, the only way to get the information you need is by asking questions.

Don't Rush

Here's a scenario that will kill any chance of a sale for this RSA or the store, now and forever. Sad to say, this type of phone exchange

MARKETING

WE DIDN'T INVENT IT

AFTER 48 YEARS... WE JUST PERFECTED IT.

aca

TV PRODUCTION • PROMOTIONS • DIGITAL MEDIA
EMAIL MARKETING • MEDIA PLACEMENT

800.882.8588 | 4aca.com | bob@4aca.com
HFA RESOURCE CENTER • BUILDING B • 1050 • SPACE #11

happens thousands of times a day in retail stores all across this great country.

RSA: (a bit rushed and irritated at being interrupted by the phone) "ABC Furniture!"

Caller: "Do you have bed frames?"

RSA: (sighs) "Of course we have bed frames, we're a furniture store."

Caller: "Do you have those "beds in a box?"

RSA: (now really annoyed) "Nah, we don't have that TV stuff."

Caller: "Oh, well, thank you for the help."

Making Calls

There are many reasons for an RSA or Sales Manager to make calls to customers or prospective customers. The same rules of etiquette apply when making calls. Again, tone of voice is still para-

"Remember, you can't really select, demonstrate or close the sale over the phone. But you can qualify. Make them want to come into the store."

mount even if this is the fifteenth time you've talked to them on the phone. Never forget, people can be easily offended with the slightest tone change in a caller's voice.

Follow-up is the number one reason most RSAs call customers. If a caller wants more information,

don't make a follow-up call before doing all the necessary research. Don't delay doing the research. If you wait a couple of weeks or even a few days, your prospect will probably become somebody else's customer.

For the customer who requires follow up on an item that has not



NOUVEAU CONCEPT FURNITURE INC.

Great Pricing • Quality Construction



The AV611, 66" wide TV base from Nouveau Concept is available in 20 colors. See the entire line of entertainment units, occasional tables, platform bed bases and bedroom furniture at the Canadian Furniture Show, stand #1814, May 26-28 or call 1-800-465-0716.

Noir Black	Chocolat	Épice Spice	Blanc White	Tuxedo	Java	Espresso	Cachemire	Elegant	Classic
Ébène* Ebony	Boreal**	Studio	Loft	Charcoal	Intrigue	Canyon	Memento	Urbania	Safari

CALL TODAY 1-800-465-0716
Fax: 888-437-7230 • info@nouveauconcept.com • Made in Canada

"Make the customer

call you back to get the information. Don't leave it on the answering machine."

yet been delivered, I recommend calling the customer at least once a week. Even if you don't have any new information, this kind of attention tends to keep customers happy with the knowledge that you are on top of an order she's anxiously awaiting.

Prospecting is another reason to make phone calls. This is a related subject, but it's important to mention it, since prospecting is a task most retail salespeople should, but rarely do.

I discovered a principle many years ago while working retail. When you make a call and get an answering device, leave **ONLY** your name, phone number, and your furniture store's name. Do **NOT** leave detailed information, even if it is **GOOD** news. Make the customer call you back to get the information. Don't leave it on the answering machine. You

never know how the customer will respond to your message, good or bad. It is better to have the customer on the phone with you when you break any news. That way, any unforeseen reaction can be handled without simmering and waiting for the outburst when the customer calls back.

When calling a customer back, use one of the store's phone lines. That way, the customer recognizes the source of the call, and is more likely to answer. If you want a customer to have your cell phone number, you can give it to them later.

Price Shoppers

This is a tough one, and for good reason. The caller has no point of reference to compare the many confusing responses he will get from each store. And you always have that low-ball artist that will beat any price no matter what. A second problem with this is the fact that many (especially mattress) manufacturers re-name models having the same specs to protect retail customers against price shopping. The mattress you carry may have the same construction as the model in the store down the street, but it will have a different name and cover. Even if the RSA knows the equivalent models in the other stores, it is not easy to explain this to a caller.

Some callers are just trying to find out the cheapest mattress you have. Don't write off these calls as a waste of time. I've seen incoming customers demanding to see the advertised \$199 queen who wind up buying the \$1999 model.

When I get a price shopper call, I respond as follows;

RSA: "Ma'am, have you called other stores about their prices?"

Caller: "Yes."

RSA: "Do you mind if I ask which deal sounds the best, so far? The reason I ask is, our store guarantees the best price on any comparable model."

Caller: "The one at MNO was the best at \$299."

RSA: "Have you actually seen that mattress?"

Caller: "No, it just sounded better on the phone, and the price was good."

RSA: "Ma'am, we do guarantee the best price on all our merchandise, so I'm confident that we'll beat anybody else's price on a comparable product. Unfortunately, some advertised prices that seem so good on the phone, may be a disappointment when you actually see them in the store. Do you mind if I ask you a couple of questions about what you need in a new bed?" Without waiting for

"If all you do is throw out a price over the phone without any further information, you can bet somebody down the street will beat it."

VIETNAM INT'L FURNITURE & HOME ACCESSORIES FAIR 2018



VIFA-EXPO 2018

New Dates - Same Venue

7 - 10
MARCH, 2018

Saigon Exhibition & Convention Center (SECC)
799 Nguyen Van Linh Parkway, Dist.7, HCMC

VIETNAM



WWW.VIFAEXPO.COM
WWW.VIFAFAIR.COM

Opening hours:

* FOR TRADE: 07 March, 2018 (10:00 - 18:00)
08 - 09 March, 2018 (09:00 - 18:00)
* FOR PUBLIC: 10 March, 2018 (09:00 - 17:00)

Contact us: HAWA CORPORATION

185 Ly Chinh Thang Str., W.7, Dist.3, HCMC, Vietnam
T: +84.28.3526 4714 / 15 / 16 - F: +84.28.3526 4718
E: info@hawacorp.com.vn



/vifafair



vifaexpovietnam



vifaexpo

DISCOVER THE FASCINATION OF VIETNAM'S FURNITURE & HANDICRAFT

"The caller wants to know

if you carry the Big S brand he saw down the street. There are two possible one word answers to this question. Yes or no. Either one is the wrong answer!"

her permission, begin asking your questions.

This technique gives you a chance of gaining a customer. If all you do is throw out a price over the phone without any further information, you can bet somebody down the street will beat it and the caller will never call you again.

Do You Carry Big S Brand?

Let's say a caller wants to know if you carry the Big S brand he saw down the street, trying to compare prices and maybe specs. There are two possible one word answers to this question. Yes or no. Either one is the wrong answer.

In responding to this caller's question, the first thing out of the RSAs mouth should be, "Ma'am. Big S is a fine product. Do you mind if I ask why you are calling about that particular brand?" You can't always tell from her tone of voice, whether the caller loves or hates Big S. They might have a Big S that they hate and they can't get another dealer to do anything about it.

Whether or not your store carries Big S, wait for the caller's response before committing. Use questions like the following to find out why they are asking about Big S.

- "Do you currently sleep on a bed made by that company?"
- "In your shopping, have you found a bed that you like that is manufactured by that company?"

From questions like these, the RSA may be able to tell how determined the customer is to buy Big S. Remember, if the customer was that sold on Big S, she would have already bought.

If you do not carry the product she called about, point out that your store has an impressive selection of famous brands in the price range she is inquiring about and that, if she will come into the store, you will point out all the features and benefits of both brands, compared side by side.

Some Final Points

Unless you are working the showroom alone, try not to leave an in-store customer to answer the phone. If you must answer the phone, ask for permission from the customer, then politely and pleasantly, explain your situation to the caller and get a name and number to promptly call them back. It is usually smarter to keep the caller waiting than to keep the in-store customer waiting.

About cell phones: In our stores, I

forbade cell phone usage by RSAs while working on the showroom floor, period. Most stores have plenty of lines if you need to make a call; and personal incoming calls should be limited to emergencies, only.

About David Benbow: A twenty-three year veteran of the mattress and bedding industry and owner of Mattress Retail Training Company offering retailers retail guidance from small store management to training retail sales associates. His years of hands-on experience as a retail sales associate, store manager, sales manager/trainer and store owner in six different metropolitan areas qualifies him as an expert in selling bedding.

David is the author of the recently published book, "How to Win the Battle for Mattress Sales, the Bed Seller's Manual", a complete, text book for mattress and bedding retail sales associates, beginner and experienced professional alike. The book can be purchased on-line at <http://www.bedsellersmanual.com> or www.mattressretailtraining.com. He offers hands-on training classes for retailers on a variety of subjects and on-line classes that can be downloaded from the websites mentioned above. David can be contacted via e-mail at dave@bedsellersmanual.com or by phone at 361-648-3775.



14th International Istanbul Furniture Fair

23/28
JANUARY
2018

CNREXPO
YEŞİLKÖY-İSTANBUL

www.cnrimob.com



cnrexpoimob



cnrimob



cnrexpo

CNRHOLDING

Turkey
Discover
the potential



MOSFED

Federasyon of Furniture Association



KOSGEB



ISTANBUL
TRADE FAIRS



CNR EXPO Yeşilköy 34149 İstanbul, TURKEY ☎+90 212 465 74 74 📠+90 212 465 74 76-77 www.cnrexpo.com

THIS FAIR IS ORGANIZED WITH THE AUDIT OF TOBB (THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NO.5174

TACO BELL YOUR STOREⁱⁿ 2018

by Gordon Hecht

What can you learn about target marketing from Taco Bell, Amazon and The Big Bang Theory?

Innovative businesses seem to always WIN! Whether being first to the market, improving the shopping experience, introducing a new marketing plan, or making life easier, the Pioneers of Commerce make their mark and their money, leaving their competition to choke on a dust cloud.

Step one of innovation is to make sure there are buyers for your new products or services. Innovation without an audience goes unrewarded in the business world. So, you select your target market and create plans and products that they will enjoy and BUY! The cool thing is once in a while you hit your target dead center, and also hit the outer rings, getting new customers you weren't even aiming at.

It seems that EVERYTHING is being directed towards Millennials, these days, and why not? They are a large portion of our population, just now becoming viable consumers. You've read it before—they think, act, work, and shop differently than Baby Boomers and Gen X. Certain businesses have directed all of their efforts towards gaining the attention of this new

generation. And while no one will ever confuse me with being a Millennial, I do enjoy some of the operations that cater to them.

Taco Bell Your Assortment

You have to be nimble and innovative to be successful in the fast food business. No one will mistake Taco Bell for a five star restaurant, in fact their slogan oughta be "It's not food, it's fill". But check out their menu. There

"People buy from people that they like, and they like to be entertained, but that doesn't mean juggling or card tricks - and definitely not the accordion."

SAVE THE DATE CITY OF HOPE'S INTERNATIONAL HOME FURNISHINGS INDUSTRY PRESENTS



THE 2018 ANNUAL **SPRIT OF LIFE**® AWARD DINNER

SUNDAY, APRIL 15, 2018

Sheraton Greensboro Hotel at Four Seasons
Greensboro, NC

HONORING



Kim Yost



Samuel Kuo
Grace Liu

REGISTER TODAY AT

CityofHope.org/IHFI-gala

27TH WEST COAST **GOLF & TENNIS** TOURNAMENT

MONDAY, JUNE 11, 2018

Coto de Caza Golf & Racquet Club
Coto de Caza, CA

HONORING



Kayleen & Rick Huffman
Ed Fishauf

REGISTER TODAY AT

CityofHope.org/IHFI-tournament

"If Taco Bell can make up

300 special orders during the 45-minute lunch rush EVERY DAY, you can custom tailor your product selection so each shopper walks away buying a combination made just to their taste."

are six basic ingredients and 75 menu items. They mix up assemblies of beans, tortillas, cheese, meat (?), sauce, and sour cream. Every month they have new menu items "for a limited time only" and some are only a buck! Since every item is made on demand, they can change out ingredients to make it your way. You can fill your Mega-drink as much as you want, and they don't even mind if you take a few packs of sauce home. I know this because when I started out in business I lived on Top Ramen seasoned with Mild Sauce. It tasted just like POVERTY!

Do yourself a favor and stop by the Bell sometime around the noon hour. You'll expect to see some young moms and kids there plus working men and women who don't want to spend a lot to grab a quick lunch. While there, you may be surprised to see a different customer demographic, retirees and seniors! They may not want to make a run for the border, but in my last few trips, about half of the dining room was filled with patrons 65+ years old. There is not one shred of Yum! Brand advertising directed towards them, yet Memaw and Papaw are standing at the

counter ordering a Quesarito and Escondido with extra sauce.

There is so much written and discussed about marketing to Millennials. I encourage you to reach out and grab that audience before the store down the street does. But if you copy the winners, then you'll probably never lose! Take time to "TACO BELL" your product assortment. Your store probably has five or six ingredients that make up your most common sellers. Think about arranging them in different combinations, all with a value price to give your shopper a LIMITED TIME opportunity. And if Taco Bell can make up 300 special orders during the 45-minute lunch rush EVERY DAY, you can custom tailor your product selection so each shopper walks away buying a combination made just to their taste.

Big Bang Your Shopping Experience

Another operation targeted towards Millennials is the popular TV Show The Big Bang Theory. Now in its tenth season, the show is a story of computer nerds interact-

ing with the world in general, and the unobtainable "Popular" Girl. For us, the show is entertainment. For CBS, it's big bucks catering to the younger people that national advertisers love to spend big bucks to attract. Between the Network airing of new shows and cable reruns, you can view this show 20 times a week! Check out the audience. The viewing age ranges from 15 to 85! And, just like Taco Bell, not one part of the show, or the marketing budget devoted to promoting that show is directed towards anyone over the age of 35.

THE BIG BANG THEORY is successful, not because of the target market or subjects covered. It's a winner because it's just plain entertaining. Many of us can identify with being the out-of-place person wanting to fit in with the "A" crowd. Listen to your sales associates' presentations. If they include fact after fact after boring fact, you might as well give your shopper a spec card. People buy from people that they like, and they like to be entertained, but that doesn't mean juggling or card tricks, and definitely not the accordion. But it does mean having fun, changing voice levels, and using demonstrations

Relax...



and let us handle the details.

Point of Sale
Inventory Management
Accounting Software for Furniture Retailers

COMPLETE • EASY-TO-USE • AFFORDABLE

509-536-4739 / info@genesisadvantage.com

Genesis
SOFTWARE SYSTEMS

WWW.GENESISADVANTAGE.COM

TACO BELL YOUR STORE

that are interactive, logical, and FUN!

Amazon Your Selection

Most retail stores arrange their merchandise in aisles. Wal-Mart,

Best Buy, and even the local Frugal Hoosier have an aisle for every category. Your store may be arranged the same way, whether by color, style, room, or price point. And like all good things, those aisles are finite, limited by the space inside your four walls. The number two retailer in North America has endless aisles, and you never wasted a footstep shopping them. In the jungle of retailing, AMAZON started as a book seller for those savvy enough to shop online at the turn of this century. They appealed to a younger crowd that didn't want to walk through a store and wanted an endless selection of book titles which could be sent right to their home. After a while Jeff Bezos figured out he could add clothes, tools, appliances, auto parts, and more merchandise than you could dream of, where you had 1000 choices but never had to drive anywhere or stand in line to pay. Lately they've added food, house-

hold cleaning supplies, and, in some markets can deliver on the same day. It may have been in the back corner of Jeff's mind, but he probably never imagined that seniors, some without driver's licenses or limited mobility, would LOVE the idea of point, click, and buy, then have the UPS driver bring purchases to their door.

Your physical selling space is limited by the space in your store, whether it's 3000 square feet or a couple of acres under a roof. But you can get out the wall stretchers and offer the same endless isles just like Amazon. You can act like it's still 1974 and keep a few catalogs around that will be out of date in six months, or you can party like it's 2017 and get that same information online and present it on a tablet. Product demos, local and national TV spots, spec sheets, and even some of the information from the Evil Empire down the street that wants to take sales and the

"There is not one shred of Yum! Brand advertising directed towards them, yet Memaw and Papaw are standing at the counter ordering a Quesarito and Escondido with extra sauce."



Certified
child-labor-free rugs.
Insist on the
GoodWeave label.



GoodWeave.org

THE PRODUCT TO TRANSFORM YOUR **FURNITURE** RETAIL BUSINESS



GREAT NEWS FOR **HOME** **FURNISHING** RETAILERS

Now you can easily improve store planning
and cut costs with the following information...

- Visitor Count
- Eliminate Salespeople From The Count
- Demographics Of Visitors
- Repeat Visitors/Buyers
- Heat Maps
- And Much, Much More!



Visit www.icconnectgroup.com/visilytics for more information
or call **703-471-3964** to schedule a Demo and get a **60-day Free Trial!**

"Listen to your sales associates'

presentations. If they include fact after fact after boring fact, you might as well give your shopper a spec card.

resulting money out of your bank account, can all be stored on an iPad. Imagine how easy life will be when your shopper says they saw your commercial and want to get that HOT deal. You can just click your tablet to see that commercial.

You may be living under the false hope that people HAVE to touch and feel your product category before they will buy it. That's probably the same thing Ma and Pa Bezos thought before little Jeffy

went out and created Amazon!

Now Build Your Business

If you know your products and your audience, then you have a good foundation to build your business. Be prepared to sell your merchandise one shopper at a time, no matter their age or income and you'll build your business every day!

About Gordon Hecht: Gordon Hecht is Senior Manager-In Store Concepts for Serta Simmons Bedding Company, introducing and expanding bedding business in conventional and non-traditional venues. He started his 30+ years experience in the Home Furnishings industry as a delivery helper and driver and later served in sales, retail management and consulting roles. Comments can be directed to Gordon at ghecht@serta.com.

Staffing Solutions for Short Term and Big Project Needs.

Introducing... Connector Team Recruiting's Freelance program

Benefits include:

- Highly scale able solution – get the talent you need with the flex capability
- Sourcing the industry experience you expect and need
- Less overhead costs and we payroll the executive for you eliminating liability
- Optional permanent hire solutions – Temp to Perm

We deliver SPEED, TALENT, RESULTS and FLEXIBILITY



A trusted name in Home Furnishings with over 30 years of experience, Bill O'Malley and the recruitment experts at Connector Team Recruiting.

Try our new optimized mobile site today
www.ConnectorTeamRecruiting.com
 Or call (801) 251-1557



FURNITURE and MATTRESS INDUSTRY SPECIALISTS
 WHOLESALE | RETAIL | LOGISTICS | E-COMMERCE



Connector
 Team Recruiting

SOMETIMES FOLLOWING THE HERD, LEADS YOU IN THE WRONG DIRECTION!



Furniture World magazine has deep, trusted relationships with manufacturers and suppliers serving the home furnishings industry. Today, Furniture World is chosen exclusively, or as a main media buy to reach retail furniture operations throughout North America.

Why? Because Furniture World offers unprecedented value.

- *More than 19,000 subscribers audited by BPA (Business Publications Audit Worldwide) guarantees qualified printed and mailed copies. Much different from "sworn" circulation statements.*
- *A high percentage of retailers vs. manufacturers, wholesalers and rep subscribers*
- *Ad positioning on right-hand pages facing the most in-depth, retail-focused business editorial content, laser targeted to retail home furnishings executives.*
- *Substantially lower advertising rates that enable higher frequency of insertions, more brand exposure, excellent recognition. Plus, value-added digital advertising support.*

Get the complete Furniture World story. Find out why Furniture World Magazine has become the fastest growing home furnishings publication serving the industry.

**furniture
WORLD**
Since 1870

For a customized market analysis, and complete advertising information contact Furniture World at 914-235-3095 or sales@furninfo.com



WWW.IMM-COLOGNE.COM



DISCOVER INTERIOR IDEAS

THE INTERNATIONAL INTERIORS SHOW
JANUARY 15–21, 2018
COLOGNE, GERMANY

NEW!

AND
**COMING
SOON**

FROM

THE
**FURNITURE
TRAINING COMPANY**

THE

RETAIL MANAGEMENT TRAINING PROGRAM

LEARN HOW TO:

- ✓ Recruit, hire, discipline, and terminate employees
- ✓ Analyze and improve employee performance
- ✓ Conduct effective sales team and business meetings
- ✓ Prepare yourself, your store, and your staff for success



WHY IT WORKS:



Cloud-Based
Access and learn
anywhere, anytime



Job Aids
Dozens of downloadable
documents and tools to use



Managers & Experts
Designed by industry experts
and instructional designers

JUST \$999

VOLUME DISCOUNTS AVAILABLE

Visit Us At
www.furnituretraining.com/rmt/fw

OR TO LEARN MORE.

Call Us At
(866) - 546 - 6220



*Laptop and iPad are not included in package

NEW VERSION AVAILABLE!

Furniture Wizard

Smarter, faster inventory processing



Awesome Price Tags and Labels
Customized for your Store!



Powerful Barcode Solutions for Point of Sale and Warehouse Functions



Google Maps powered Delivery Routing

- Complete Point of Sale & Inventory Management Software
- Eliminates tedious & time-consuming Daily Tasks
- Increases your Bottom Line
- Helps Grow your Business
- Turns your Inventory Quicker
- Puts YOU in Control with our Unmatched Inventory Processing



The Jobs you do everyday made Fast and Easy

Easy to implement!
Simple to Use

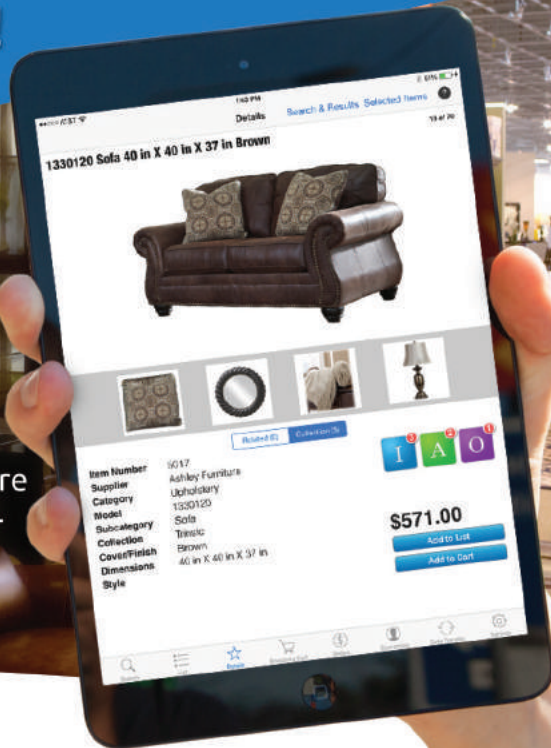
Furniture Wizard

It's all about integration!



iFurniture
iPad POS App

Using our iFurniture Point-of-Sale iPad App on the showroom floor lets your sales associates work faster, more efficiently and handle multiple customers while closing more sales.



Vendor integration made easy

Enhanced Ashley and Coaster integration



- Includes entire product lineup and product images
- Handles Adds, Drops & Changes
- Instantly send Purchase Orders via EDI
- UPC barcode compatibility
- Order Acknowledgements
- Works Great with other Vendors
- More Vendors coming soon!

- Newly Improved Integration
- Single Click Synchronization
- Less Steps / More Information

Quick to Master
Powerful Results!

Arrange an online Demo!



Call Toll Free 1-855-387-6949

sales@furniturewizard.com
furniturewizard.com

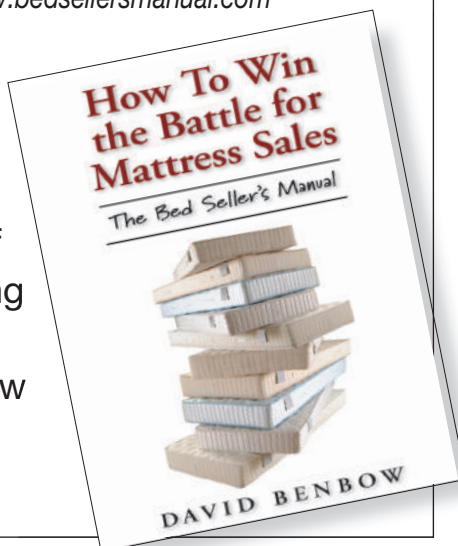
Advertiser & Design INDEX

COMPANY	TELEPHONE	EMAIL	PAGE#
ACA	800-882-8588	bob@4aca.com	62
Affordable Design Solutions	304-634-1450	conniepost@conniepost.com	50
Agio	800-416-3511	alicia@obrienetal.com	43
Artography	201-503-0001	roger@artographylimited.com	31
Bienenstock Furn. Library	336-883-4011	info@furniturelibrary.com	9
Borkholder	574-773-4083	thomas.halvorsen@borkholderfurniture.co	41
Capel Rugs	800-382-6574	CCapel@capel.net	43
Chromcraft	909-930-9891	halsten@hotmail.com	47
CIFF	+ 86-20-89128026	ciff@fairwindow.com	49
City of Hope	800-272-2310	www.cityofhope.org	69
Cory Home Delivery	201-795-1000	patrickcory@corycompanies.com	25
Country View Woodworking	330-674-1390	rmiller@cvwld.com	23
Craftmaster	828-632-9786	info@cmfurniture.com	3
Diakon	877-700-4297	rdavis@diakonlogistics.com	29
Eleanor Rigby Leather	619 356 5031	christopher@eleanorrigbyleather.com	44
Elran	800-361-6546	erica@elran.com	44
Fashion Bed Group	800-876-2641	http://fashionbedgroup.com/contact.asp	11
Furniture Of America	866-923-8500	rockyy.ca@foagroup.com	43
Furniture Training Company	866-755-5996	mikep@furnituretrainingcompany.com	77
Furniture Wizard	619-869-7200	marty@furniturewizard.com	78-79
Genesis Software	509-536-4739	crystal@_genesissadvantage.com	71
Glenmont Furniture	330-377-4098	glenmontfurniture@pcfemail.com	41

COMPANY	TELEPHONE	EMAIL	PAGE#
Hooker Furniture	336-880-1230	kshaver@hookerfurniture.com	45
Horizon Home	602-447-6000	orazco1129@aol.com	41
Huntington House	336.880.0990	christyg@huntingtonhouse.com	41
iConnect Group	703-471-3964	amitesh@iconnectgroup.com	73
IFFS (Singapore Show)	(65) 6569 6988	juliana@iffs.com.sg	57
IHGF Delhi Fair	888-664-8664	visitors@epch.com	61
imm cologne (Cologne Show)	773-326-9920	info@koelnmessenafra.com	76
IMOB (Istanbul Market)		www.cnexpo.com	67
Isuzu	866-441-9638	www.izuzucv.com	Inside Back Cover
Jaipur Home	479-273-1525	nsoni@jaipurllc.com	55
KAS Rugs	732-545-1900	hari@kasrugs.com	45
Kenworth		www.kenworth.com	17
Las Vegas Market		www.lasvegasmarket.com	41
Lazzaro	336-884-0184	lauri@lazzaroleather.com	42
Maxwood	203-683-4895	info@maxwoodfurniture.com	31
MIFF Furniture Fair	+ 603-2176-8788	info@miff.com.my	54
NIWA Furniture Expo.	260-768-7878 ext.2	www.indianawoodcrafters.com	37
Nourison	201-368-6900	Giovanni.Marra@nourison.com	15, Front Cover
Nouveau Concept	800-465-0716	info@nouveauconcept.com	63
Null	888-995-0260	nsadowski@nullfurniture.com	46
Ohio Hardwood Furn. Mkt.	877-643-8824	ohiohardwoodfurnituremarket.com	39
Omnia Leather	909-393-4400	anthony@omnialeather.com	4-5
PROFITsystems	866-325-0015	info@profitsystems.com	19
Service Lamp	800-222-5267	jeana@servicelamp.com	35
Southern Furniture	828-464-0311	mdoherr@southernfurniture.net	42
Standard Furniture	877-788-1899	richard.louise@sfmco.com	Back Cover
Style N Living	917-257-4471	stylenliving@gmail.com	46
Surya	706-625-4823	info@surya.com	Front Cov, 1, 6
TD Retail Card Services	866-729-7072 ext 3603	TDRCs.com/furnitureworld	9
Tidewater Finance	866-785-0235	tcsmarketing@twcs.com	27
Tov	516-345-1243	bruce@tovfurniture.com	45
TruckSkin	877-866-7546	joe@truckskin.com	59
Twin Star Home	561-330-3201	lcody@twinstarhome.com	47
VIFA (Vietnam Show)	(84-8)5404.2463	info@hawacorp.vn	65
Whittier Wood Furniture	800-653-3336	barofsk@whittierwood.com	45
Windermere Motion	800-800-8586	dvalkanoff@pridemobility.com	44

The Best Overall Resource For Mattress Sales Professionals!

Get It At <http://www.bedsellersmanual.com>



291 pages of
sales boosting
power by
David Benbow

STATEMENT OF OWNERSHIP

1. Publication Title: FURNITURE WORLD	10. Owner: Towse Publishing Company (a NY Corporation)
2. Publication Number ISSN0738-890X	1333A North Ave., #437, New Rochelle, NY 10804.
3. Filing Date 10/10/16	Principal Stockholder: Russell Bienenstock
4. Issue Frequency: Every other month	1353 North Ave., New Rochelle, NY 10804.
5. No Issues/Yr.: 6	11. Bondholders: None.
6. Annual Subscription Price: \$19 per year	12. Tax status has not changed during preceding 12 months.
7. Mailing Address: 1333A North Ave., #437	13. Publication Title: FURNITURE WORLD
New Rochelle, NY 10804	14. Issue Date for Circulation Data Below: Sept/Oct 2016
9. Publisher: Barton I. Bienenstock - Address as above.	
Editor/ Mng. Editor: Russell Bienenstock - Address above.	
2016	Avg./copies prev. 12 mo. No. copies issue Sept/Oct
15a. Total No. Copies (Net Press Run):	25,197
15b.(1) Individual paid/Requested:	10,476
15b.(2) Copies requested by employers:	
15b.(3) Sales through dealers and centers, etc.	687
15b.(4) Requested copies distributed by other:	632
15c. Total Paid and/or Requested Circulation:	8,464
15d.(1) Nonrequested copies:	4,004
15d.(4) Nonrequested copies distr. outside the mail:	4,105
15e. Total nonrequested distribution:	12,468
15f. Total distribution:	23,631
15g. Copies not distributed:	1,566
15h. Total (sum of 15f & g):	25,197
15i. Percent paid and/or requested	47.2

ISUZU
TRUCK

33 YEARS OF LEGENDARY DEPENDABILITY



THE #1 SELLING LCF TRUCK IN AMERICA SINCE 1986

- COMMERCIAL TRUCK CLASSES 3 – 6
- CLASS LEADING FUEL ECONOMY
- GVWR RATINGS 12,000 – 25,950 LBS.
- MULTIPLE WHEELBASES ACCOMMODATE BODY CHOICES 10 – 30 FEET IN LENGTH
- TWO DIESEL ENGINE OPTIONS AND A GAS ENGINE THAT IS CNG/LPG CAPABLE

[www.ISUZUCV.COM](http://www.isuzucv.com)

Vehicle shown with optional equipment; some equipment is dealer installed. N-Series and F-Series vehicles are assembled from component parts manufactured by Isuzu Motors Limited and by independent suppliers who manufacture such components to Isuzu's exacting standards for quality, performance and safety. Please call 866-441-9683 or see your authorized Isuzu dealer for additional details.

© 2017 ISUZU COMMERCIAL TRUCK OF AMERICA, INC.

TODAY'S STANDARD

Offering the best in dining.



INSIGNIA



STANDARD-FURNITURE.COM

In-Stock • On Time

877.788.7899

standard-furniture.com