

furniture WORLD

The Secrets Of Great Salespeople
Financial Management Tips For 2013
Getting To 97% Perfect Deliveries
A Color Palette Your Customers Will Love
Your Dream Sales Team: The Four Critical Elements

Interest in adjustable beds is growing at a phenomenal rate

Now is the time for Flex-A-Bed

Flex-A-Bed adjustable beds are designed with whisper-quiet lift and massage technology by Linak® and are available with wireless or wired controls. Most importantly, every Flex-A-Bed we make is designed to bring you happy customers and higher return.

Now, more than ever, your customers' answer to the perfect night's sleep is Flex-A-Bed. We build every bed—including the mattress—in the USA using the same principles of care and consideration we've built our reputation on since 1969.

With profit margins of up to 120 percent, we think Flex-A-Bed will not only be your most profitable, but also your favorite, sale. We invite you to learn more about our "hands-off" service policy and our full line of products by visiting our website or calling us today.

We offer a full line of beds made to suit every customer's needs.

Premier



Hi-Low



Value-Flex



FLEX-A-BED®
The adjustable bed specialists.

800-648-1256 | www.flexabed.com



Made in the USA



Variety Unmatched Anywhere Else

- *Quality products you can stand behind*
- *Solid and durable construction*
- *Classic beauty and styling*
- *A variety of styles and finishes to choose from*
- *American-made furniture*
- *Produced with environmental awareness*



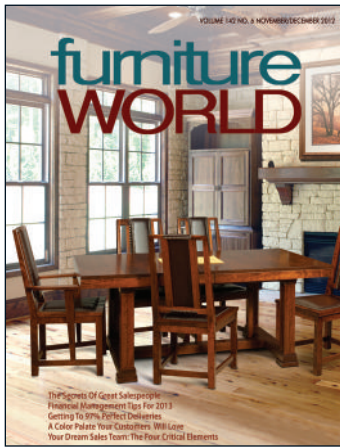
P.O. Box 529
Nappanee, IN 46550
Phone: 574-773-4083

See us in Las Vegas

www.borkholderfurniture.com



Made in USA



CONTENTS

FURNITURE WORLD MAGAZINE

The Business Solutions Magazine For Furniture Retailers

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

Cover: The dining room furniture featured on this month's cover was Amish crafted in Nappanee, Indiana by Borkholder Furniture. The company produces American-made, solid hardwood dining and occasional tables, chairs, bedroom, entertainment and occasional furniture in many styles and finishes. Borkholder Furniture comes with a lifetime warranty. For more information see page one in this issue, or visit www.borkholderfurniture.com.

Finance



08 The Lost Secrets Of Scientific Selling - Part 4

In the first three installments of this series, Furniture World readers learned to identify and develop productive and mutually beneficial relationships with the toughest and most elusive personality types. Read on to find out how salespeople in your organization can increase sales performance by questioning some of the conventional assumptions they hold about success and selling furniture.

Store Display



22 Parallel Performance Profit Analysis

There are many strategies furniture retailers use to involve and motivate employees, but an important and often overlooked one, is to share with them financial information about how your business performance is trending.

Operations



26 Perfect Delivery Index

The Perfect Delivery Index is a measure that assumes that problem deliveries are within the control of the operations department, with the exception of customer errors and well hidden manufacturers' defects. Here's how to use this tool and others to move toward making 100% perfect deliveries.

32 Color Appeal

Try using this "no-fail" color palette in at least one of your displays each season and see the results!

Sales Education



42 Best Selling Design

Editors' picks of best selling furniture and accessory designs.

38 Business Intelligence & Mobile Dashboards

No matter which software system you are running, you have thousands of report queries available. How you sift through this data and make sense of it all is the purpose of business intelligence or "BI".

Retail Stories



47 Building Your Dream Team By Creating Team Players - Part 3

To create a group of sales associates who are real "team players" you must develop and maintain a healthy working environment as measured by four criteria: attitude, connection via communication, having fun and walking the walk.

52 Retail Success Stories - Part 16

This month's retail history tracks the progress of retailer Bothwell Furniture founded as a furniture and bedding manufacturer in 1904. Today at 40,000 square feet it is one of southwestern Ontario's largest furniture showrooms

Member BPA
Association of
Business Publishers
 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 \$89; (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 2012 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.

Have you seen us lately?



Another Great Idea
to Finish Your
Room Package



Ask Your Marketing Specialist About the NEW **furnish**
1 2 3



We have the products to cover everyone's needs





needs

IUM®

Ask Your Marketing Specialist

About the NEW **bardini**™
COLLECTION

©2012 Ashley Furniture Industries Inc.



EDITOR'S CORNER

Super Storm Sandy
& Risk Management

Super storm Sandy ripped through great swaths of the USA this past month leaving furniture stores flooded, damaged and without power or retail traffic.

So, whether your store is at risk in Far Rockaway, or situated in Little Rock, while the pictures of devastation are fresh, it's an excellent time to send a memo to your Warehouse, Marketing, Finance and IT Managers. Ask them to think about how a fire, flood, wind storm, crime, act of terror or utility disruption might impact their departments and your business as a whole. Encourage them to suggest ideas for investing in infrastructure improvements, emergency equipment, employee training, supplies and the development of post disaster marketing outreach and promotion contingency plans.

Meet with your insurance agent to review policies and evaluate the kinds of damage your policy may not cover. And ask your agent to work up options, costs and deductibles for possible policy endorsements.

Use all this information to make preparations and outline plans to deal with the short and long term impact of a disaster on your business, employees, and your wider community.

Finally, remember to assign responsibility for putting your plan into action, for communicating with employees and coordinating with business partners should an unfortunate event come your way.

furniture
WORLD

EDITORIAL STAFF

Editor-In-Chief, CEO
Russell Bienenstock
russ@furninfo.com

Art/ Design Editor
Barbara Bienenstock

Associate Editor
S.T. Bienenstock

Retail Feature Editor
Janet Holt-Johnstone

Sales Education Editor
Peter Marino

Operations Feature Editor
Dan Bolger

Marketing Feature Editor
Larry Mullins

BUSINESS STAFF

Publisher
Barton Bienenstock
barton@furninfo.com

Vice President
Thelma Mason Davis
thelma@furninfo.com

**Sales Manager
Eastern Region**
Jon Siegel
jon@furninfo.com

**Advertising
Sales Director**
Gary Siegel
gary@furninfo.com

EXPLORE OUR NEW ATLANTA SHOWROOM

ATLANTA
AMERICASMART
11-A-1

LAS VEGAS
WORLD MARKET CENTER
B370



surya.com

facebook.com/suryasocial

877.275.7847

pinterest.com/suryasocial

SURYA CASUAL

MODERN COMFORT + AFFORDABLE STYLE



rugs • pillows • art



Flat Weave



Indoor-Outdoor



Naturals

PROUD
SUPPORTER



THE LOST SECRETS OF SCIENTIFIC SELLING

Part Four: How great furniture salespeople win games and have victorious careers.

by Larry Mullins

Editor's note: In the first three installments of this series, Larry Mullins explained how Furniture World readers can identify and develop productive and mutually beneficial relationships with the toughest and most elusive personality types. Read on to find out how salespeople in your organization can increase sales performance by questioning some of the conventional assumptions they hold about success and selling furniture. For those of you who missed the first three installments, please visit www.furnitureworld.com/series/difficultcustomers.

Salespeople who achieve victorious careers in selling approach their business lives according to different assumptions than mediocre salespeople.

This article will explore the five con-

ventional assumptions that guide most sales associates. These are ideas that hold them back from achieving greatness. Before we begin, let's drill down into the old "think outside the box" idea. You have likely heard of or seen this puzzle (illustration #1). The object of the game is to connect the nine circles with four straight lines, without lifting your pencil or pen from the paper. Please give it a try before you continue reading.

Did you succeed? To solve the puzzle you must go out of the area that is bounded by the circles. Yet, very few people discover the solution without help. Almost everyone stays within the circle area, even though there is no rule that restricts them to this area. Try as they may, no matter how patient they are, or how hard they exert themselves, this self-imposed rule will

cause people to engage in a game without end. Many people, really most people, live their lives restricted by similar self-imposed assumptions. And, worse than this, they silently believe the assumptions establish rules that are real and cannot be changed.

"It obviously makes a difference whether we consider ourselves as pawns in a game whose rules we call reality or as players of the game who know that the rules are real only to the extent that we have created them, and we can change them." - Dr. Paul Watzlawick

I first saw this puzzle many years ago in a book by Professor

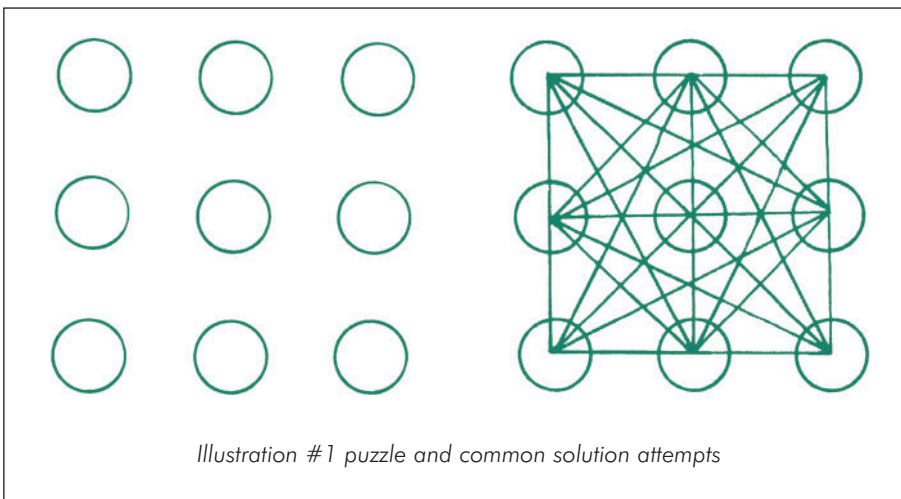


Illustration #1 puzzle and common solution attempts

"Customers will buy when the benefits you promise are supported by an adequate number of product features. Right? Wrong!"

Experience the benefits of Personalizing Comfort.™

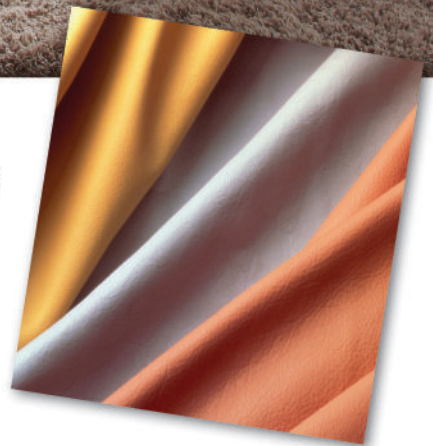


Pisa Collection

We tailor comfort and style to your unique retail space, creating seating specifically designed for your marketplace. Partner with Omnia to experience how Personalizing Comfort™ can improve your bottom line.

Annual Promotions | Retailer Incentives | Gallery Programs

Visit us at www.omnialeather.com



AMERICAN MADE

OMNIA®

Personalizing Comfort™

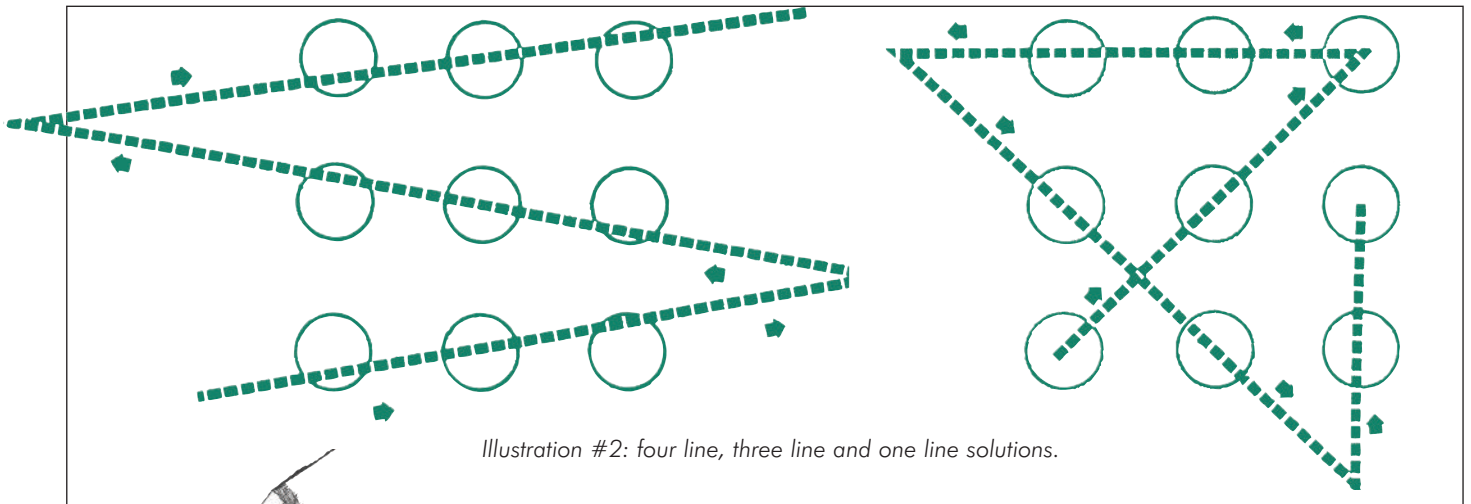
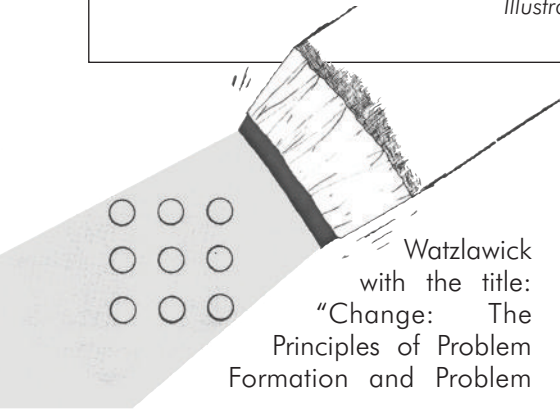


Illustration #2: four line, three line and one line solutions.



Resolution." The professor's four line solution can be found in Illustration #2 (above):

But let's stretch your mind further, and go beyond Watzlawick. Imagine connecting the circles with just THREE lines in the same manner. Is it possible? Yes, unless you again impose a rule on yourself that makes it impossi-

ble, such as that the lines must pass through the center of each circle.

Naturally, circles have dimension. So the new solution works. But let us give you another "impossible" task - can you connect all the circles with a single pencil line in ONE stroke?

You can if you had a pencil with a giant, flat piece of lead in it!

In much the same manner of the circle game, the limitations and restrictions we live by are self-imposed. Most salespeople postulate into existence false assumptions that generate timidity, lack of resolution, and defeat. In this article I will show you five "games without end" that nearly all salespeople play. Each game is destructive and restrictive. Great salespeople drill down deeper and deeper and change the assumptions and the rules, so they can break out into fresh possibilities. The information you'll read was gathered over the last 35 years. The solutions have been tested in real life, and they work.

THE DRIFT DELUSION ASSUMPTION

This assumption results in a game of Fear and Procrastination, a game without end. It goes like this:

"I am keeping my talent, my real enthusiasm, and my sincere commitment on hold until I discover what it is that I really want to do, or until the heavens open up and God speaks to direct me to some noble endeavor of supreme magnitude."

This is a false assumption that destroys more talent and potential

NOUVEAU CONCEPT FURNITURE INC.

...The platform bed with drawers you need!!!

| | | | | | |
|-------|----------|--------|-------|-----------|---------|
| Spice | Espresso | Bistro | Cafe | Chocolate | Elegant |
| Teak | Tuxedo | Vino | White | Black | Ebony |

| AVAILABLE SIZES | |
|-----------------|---------|
| 39" | Twin |
| 39" X 80" | 39 XL |
| 48" | 3/4 |
| 48" X 80" | 3/4 XL |
| 54" | Full |
| 54" X 80" | Full XL |
| 60" | Queen |
| 80" | King |

Call Today 1-800-465-0716
 Fax: 888-437-7230 • info@nouveauconcept.com



nationwide **FURNITURE**

Nationwide Furniture is more than just a buying group, we are a complete marketing group that gives you the professional support you need to build your customer base and strengthen your business.

From competitive pricing, financing offers, product warranties, marketing materials and in-store signage, web services and sales training; all of our Member Services are designed to help our members reduce their costs, drive more customers into their stores and increase sales.

Joining Nationwide Furniture doesn't change who you are... it gives you *more* opportunities to add *more* plus dollars to your bottom line.

**To learn more about Nationwide Furniture
visit www.nationwidemarketinggroup.org
or call: 336-722-4681**



"Less talented salespersons may outperform you. They may have very limited and selfish objectives, but these goals are probably clearly defined, and they are acting to achieve them."



and keeps more people asleep than any other belief I know. The process of holding back and avoiding commitment prevents you from interacting with the very dynamics that are necessary to help you create meaningful objectives. When you keep your potentials in reserve, they will decay and eventually they will disappear altogether. Once gone, these poten-

tials are gone forever.

You might say: "Oh, I would like to have a goal to believe in, but I just don't know what I really want to do." But this is not true. You DO know what you want to achieve. If nothing else, you know you want to find your goal! This in itself is a goal, and a very difficult one. You must work very hard to achieve it. Yes, you do know what you

want. You want to find your purpose. You've wanted to do this for a long time. You simply have not worked with all your resolve and dedication long enough to find it. If you can't really work hard to discover your goal in life, what makes you think you'd work hard if you knew what it was you "wanted to do?" So less talented salespersons may outperform you. They may have very limited and selfish objectives, but these goals are probably clearly defined, and they are acting to achieve them. An individual who believes deeply in a foolish or unworthy idea is stronger than an individual who half believes in some noble idea. You need to replace the Drift Delusion with a whole new set of rules, a fresh and nourishing concept, the Next-Step Strategy.

NEXT-STEP STRATEGY: "TODAY I will exert the very best there is in me to move toward the accomplishment of my own personal NEXT-STEP. This is the constructive step I have known for a long time I should take, but continue to procrastinate and fail to act upon. Today I will begin movement

"When you can persuasively and honestly answer the question: "Why should I buy from you and not your competition? The rest is easy."

KEM's 2013 MARKET SCHEDULE

THE MOST ECONOMICAL WAY TO SELL YOUR MERCHANDISE
AND FOR BUYERS TO RE-STOCK THEIR STORES

62ND EDISON

FURNITURE & ACCESSORY MARKET, EDISON, NJ
FEBRUARY 3-4-5 * BUYERS FROM NY, NJ & PA *

4TH TEXAS

FURNITURE & ACCESSORY MARKET, IRVING, TX
MAY 5 & 6 * MINUTES FROM DALLAS *

34TH LONG BEACH

FURNITURE & ACCESSORY MARKET, LONG BEACH, CA
MAY 15 & 16

63RD EDISON

FURNITURE & ACCESSORY MARKET, EDISON, NJ
AUGUST 4-5-6 * BUYERS FROM NY, NJ & PA *

77TH CENTRAL FLORIDA

FURNITURE & ACCESSORY MARKET, KISSIMMEE, FL
AUGUST 11 & 12

35TH LONG BEACH

FURNITURE & ACCESSORY MARKET, LONG BEACH, CA
NOVEMBER 13 & 14



Dates and/or locations are subject to change
The Nation's Largest Producer of Regional Furniture & Accessory Markets
KAREL EXPOSITION MANAGEMENT
PHONE: 305.792.9990 • FAX: 305.792.9898
www.kemexpo.com • E-mail: info@kemexpo.com



What do Candice Olson, Nate Berkus, and the Property Brothers have in Common?



They use 3D to show their design ideas.

Like Candice, Nate and the Brothers, your sales associates and in-store designers can create professional 3D customer renderings quickly and easily. From only \$39 per month for in-store use you can differentiate your store from the competition, increase closing percentages and help customers make a more informed and confident purchase decisions.



Use in-store from only \$39 per month
www.3dream.net / 800-449-9984



Call Today: Remove the fear. Inspire confidence. Create excitement.

GREAT SALESPeOPLE

toward that step so that the NEXT Next-Step can appear.”

The Next-Step Strategy works, because even though you may not have long-range completely-clear goals, you do know what your next step should be. You’ve known it for some time. If you are honest with yourself, you will admit that you do know of a step you should take, one that will take you in the direction you want to go. It may be a very modest step, but that does not matter. What matters is direction and movement.

The great psychiatrist Alfred Adler had a favorite saying: “Trust only movement.” Often we can be confused by words and theories. But movement is an infallible gauge. Movement feels good. When you are moving in the right direction you feel buoyant, confident, and powerful. The instant you stop, when you become afraid or dependent, the world turns grey. Movement is an unmistakable gauge; you can feel it. Each day, moment by moment, you are making decisions to go back toward safety or forward toward growth. It could be that you will decide your next-step is to sit down and write down what you

expect to achieve by this time next year. (This single action of writing down your goals would immediately put you in the top ten percent of Americans! Only one individual in ten writes down goals!)

THE MESSIANIC MISCONCEPTION ASSUMPTION

“I can pursue my main goal and still have time and energy to correct the methods and attitudes of the individuals and organizations with which I must deal.”

This idea is wrong. Some of the people who practice the Messianic Misconception accomplish things, but they never come near reaching their full potential.

“Use things the way they are. Unless your specific objective is to change the status quo, do not attempt to change the basic makeup of people, organizations, mores, policies, etc. Operate within existing structures. Instead of, for example, fighting bureaucracy, learn to use it for cover. If a man is an egoist, you won’t be able to change him, but you will be able to communicate with him

through his ego,” wrote W. A. Mambert.

Many gifted people suffer from the Messianic Misconception. These people pursue “burning issues” and generally clutter their lives up with trivia. The result is a game without end. There isn’t any time left to do the real work. You can avoid the trap of the Messianic Misconception if you apply the proper cure. It has various names, but I call it the Main-Issue Maxim.

THE MAIN-ISSUE MAXIM: Today I will exert all my effort to focus upon the MAIN ISSUE of my life, my NEXT-STEP, and will shun all ego food and ignore all unrelated issues. I will use existing systems, people and institutions to accomplish my objectives.”

Now, the importance of having a clear, defined goal is obvious. Otherwise the Main-Issue Maxim won’t work. Above all, write down a goal that you really want, not one you think you should want. Your heart and your head must be striving for the same purpose. There is no great secret of success that transcends this simple truth. Make the desire of your mind the desire of your heart.



“The Next-Step Strategy works, because even though you may not have long-range completely-clear goals, you do know what your next step should be.”

Experience Enhanced Business Performance



"Bottom line, STORIS offers quality business solutions and top-notch customer service which have made us more efficient. They are always responsive, and extremely knowledgeable."

Charles Wasser, Owner
Kim Carluccio-Wasser, Owner/Designer



Visit us in our High Point Showroom
Plaza Suites, RRC, 1st Floor

Vision9 Now Available



Scan this Code with your
smartphone for more



www.STORIS.com
888-4-STORIS

STORIS
Discover the Difference



"Some of the people who practice the Messianic Misconception accomplish things, but they never come near reaching their full potential."

The Main-Issue Maxim is especially valuable in freeing you from games without end when you are at work. You'll find the most aggravating "problems" are those that have no bearing on your own personal main issue. They are usually someone else's main issue, or simply a bit of ego food you could really live without.

If you could see into the future and knew you were going toward an inevitable victory, if you could know

for certain success would crown your efforts, the Main-Issue Maxim would be easy to apply.

THE ASSUMPTION OF VICTIMHOOD

Nearly every human being believes they are a victim of forces or circumstances beyond their control, circumstances that shape their lives. Not only the simple, everyday folks, but also the famous and the infamous as well.

Even the toughest people, when defeated and forced to the brink of disaster, find great solace in the wine of self-pity. A single sip of this brew can numb the mind for days.

Some people are absolutely brilliant at living in perpetual martyrdom and victimhood. No matter what the situation, it is soon twisted until it can be made to justify their own chronic indignant rage or hurt feelings. Few people uncompromisingly accept the

Exclusive Design • Elegance • Comfort

Manufacturer of design oriented upholstered living room furniture since 1978.



Call Today
(514) 648-4440
1 800 563-4440

*Styles include traditional, modern, classic and motion furniture available in a vast choice of quality fabrics and leathers and c.o.m. We ship one piece or containers anywhere in the world within six to eight weeks. Frames are made from kiln dried hardwood, maple and oak: assembled with corner blocks, glue and screws. Seating is made of a 2.25 pound foam density with dacron wrap. **Made in Canada.***



Come and see our permanent showroom
for the unveiling of our "2013" collection
at the Canadian Home Furnishing Market
January 12-15, 2013
International Center, 6900 Airport Rd. Mississauga, ON.
Suite 219, mezzanine level.

8255 East, Henri Bourassa E. Montreal, Quebec, Canada email: via@viafurniture.com web: www.viafurniture.com



MORE
ON EVERY LEVEL

Las Vegas Market

January 28 - February 1, 2013

TODAY'S TOTAL MARKETPLACE

www.LasVegasMarket.com

Reimagined. Reenergized. Reinvented.

This is the new Las Vegas Market – join us.

Winter 2013 brings you a more inspired buying experience filled with:

- More new lines to make your store stand out
- More introductions to excite your customers
- More emerging trends to freshen your offerings
- More exciting home furnishings, accessories and décor resources than ever!

To learn more and register: www.LasVegasMarket.com

The alternative to martyrdom is the irrevocable decision to accept self-responsibility and self-initiative.



responsibility for themselves and their lives. Thus was created the most popular loser's game in the world:

"I am not a free human being; I am a victim. I live in the environment I do, I am where I am in life, I associate with the people I do, have the attitudes I do, because of circumstances beyond my control. I am dependent upon the goodwill of others (which is not dependable!) as well as pure luck to supply the 'goodies' in life I want and need."

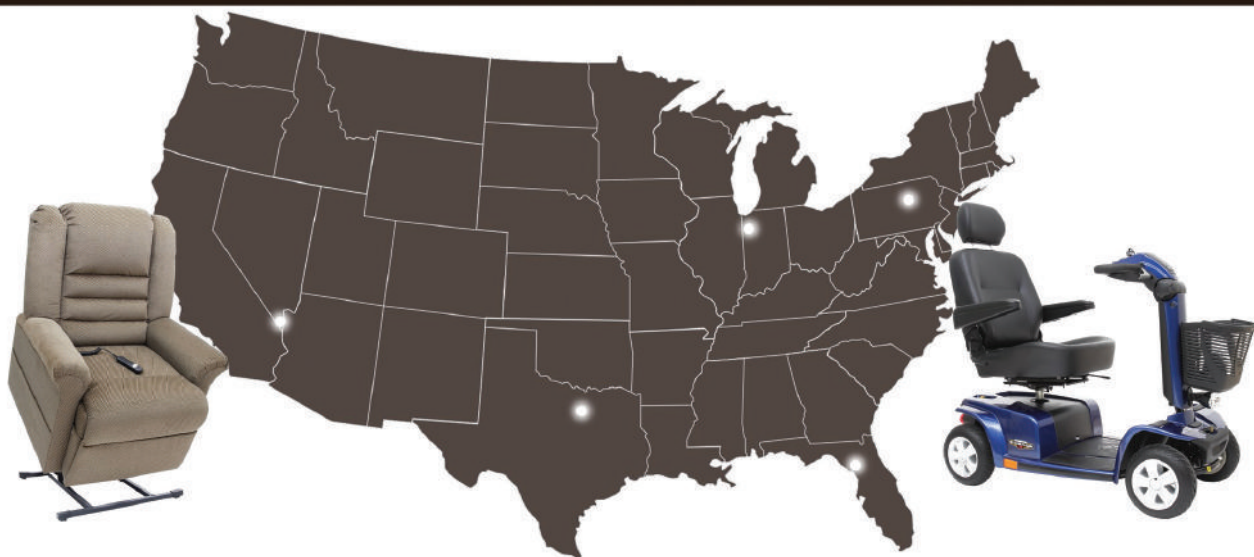
People would not make this decla-

ration out loud, of course, but they ACT as though this philosophy ruled their lives. The unconscious dependence upon others is a subtle, destructive factor. The Assumption of Victimhood postulates the responsibility of other people for your own problems and your unhappiness. This martyrdom posture implies that you are helpless to create and control your own environment, and that you are a noble victim of evil, selfish people. Responsibility, and thus authority over your life, are handed over to others by

default, in the hope that they will be nice enough to feel sorry for you, or be intimidated by your outrage, and take action to help you out.

The alternative to martyrdom is the irrevocable decision to accept self-responsibility and self-initiative. This decision rejects forever your dependence upon the goodwill of others for the "goodies" of life, including approval, love, esteem, and power. The Resolution of Responsibility is a declaration of freedom from the self-pitying narcotic of martyrdom:

Mega Motion WHY HAVE INVENTORY? LET US BE YOUR WAREHOUSE!



Order Today - Get it right away!

We offer quick shipment from one of our 5 warehouses.

We are your power recline/lift chair and mobility scooter resource.

If you need to see a representative, contact Mega Motion - Dennis Valkanoff at dvalkanoff@pridemobility.com



1-888-415-1200

Advertise BIG...

Use your trucks and windows!!



Why
Drive
This?



When
You
Can
Drive
This!!



*Delivery Truck Graphics • Vehicle Wraps
Window Graphics • Wall Graphics • Floor Graphics*

TruckSkin.com 877-866-7546

We Install Nationwide!

★ See us at the Resource Center at the
Las Vegas Furniture Market and SAVE!!

*Plus....Come and learn how to "Advertise BIG"
during our seminar on Wednesday
in the Resource Center during LV Market.*



*We Do More Than Trucks- Windows and Wraps and more!
Call us today for a **FREE** quote...*

"Abraham Maslow called this assumption the 'Jonah Complex.' He determined that most people, like the Biblical Jonah, strive to escape from their personal destinies."



RESOLUTION OF RESPONSIBILITY:

"I am a free human being, I am not a victim. I live in the environment I do, I am where I am in life, I associate with the people I do, have the attitudes I do, because of circumstances I have created or permitted to exist. I am capable of achieving whatever I can intelligently determine to achieve, and I am responsible for my situation. No one can rescue me, but mighty forces will come to my aid when I begin to make growth decisions and complete them through positive ACTION."

THE ASSUMPTION OF MEDIOCRITY

Abraham Maslow called this assumption the "Jonah Complex." He determined that most people, like the Biblical Jonah, strive to escape from their personal destinies. They decide to do something, work hard, get close to success, and then give up. Most people start telling themselves: "Who am I to think I could do such and such." Yet every great salesperson I have known embraced a remarkable assumption: They were conscious of a victorious career at playing the game of life itself. And they based this assumption on very different benchmarks than most of us use. Most of us compare ourselves to others. Winners strive to surpass their own limitations. When someone does this, it makes the rest of us uncomfortable. We want people to remain their mediocre selves.

For example, when someone who

has been overweight for years goes on a diet, we do not like it. (Especially if we have a weight problem also!) We are certain they won't make it. If they do, we just know they will get fat again. So we counter-value their efforts, we make light of them. This protects us from the embarrassment of being shown up. The very day that you stop relying on something "out there" to measure your worth, you will be free of the robot-like treadmill of comparison and competition. All of us are capable of what I call "Relative-Greatness." This is not a measurement in the tangible sense; it is simply the conviction of motion:

"Today I will take a few minutes to periodically establish my inner connection. I will seek greatness, RELATIVE to my POTENTIAL capabilities today, by surpassing those arbitrary limits I have placed upon myself."

THE ASSUMPTION THAT SALES FORMULAS WORK

Customers will buy when the benefits you promise are supported by an adequate number of product features. Right? Wrong! Great salespeople do not sell furniture, mattress sets, floor coverings and appliances. They sell comfort, beauty, health, convenience, and so on. Customers do not buy when they are overwhelmed with benefits and product features. They buy when they meet a salesperson in whom they are convinced they can trust, and who is interested in the customer's welfare, and is looking out for

their interests. Establishing this kind of trust should be the goal of every salesperson, and every home furnishings establishment. When you can persuasively and honestly answer the question: "Why should I buy from you and not your competition?" the rest is easy.

If you are a sales manager, consider using the puzzle for a sales meeting, and encourage your team to use the five assumptions to help them achieve victorious careers.

About Larry Mullins: Larry Mullins is a contributing editor for *Furniture World* and has 30+ years' experience on the front lines of furniture marketing. This article is based on the book, *IMMATURE PEOPLE WITH POWER... How to Handle Them*. Joe Gerard, the "World's Greatest Salesperson" according to Guinness, said: "If I had read Larry Mullins' book when I started out, I would have reached the top much sooner than I did." Larry's mainstream executive experience, his creative work with promotion specialists, and mastery of advertising principles have established him as one of the foremost experts in furniture marketing. His turnkey High-Impact programs produce legendary results for everything from cash raising events to profitable exit strategies. Larry is founder and CEO of UltraSales, Inc. and can be reached directly at 904.794.9212, or at Larry@LarryMullins.com. See more articles by Larry at www.furniture.com or www.ultrasales.com.

Three Months' Business in Eight Weeks While a Forest Fire Rages!



"Smoke from the forest fires here in Montana had been in the air for over four weeks and there was no end in sight. Customers were limited and new inventory was still arriving. I had thought about another "high impact" sale, but after several over the past year the results were not what they use to be.

I was talking with a vendor and he suggested I call Larry Mullins from Ultrasales, as he was very successful in helping business in difficult situations. I told him he was probably like most promoters and I doubted he could help.

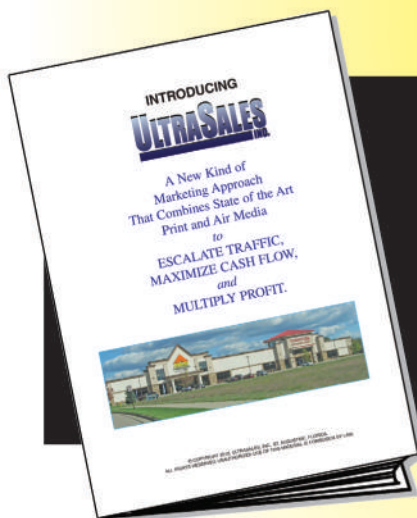
I didn't call Larry. The next day Larry called me instead! He told me his advertising did not use much "price and item" efforts like most promoters, rather he would tell a story and customers would come to my rescue. Sometimes you have

to take a leap of faith and I did! **He was right!**

Larry told my story in his ads and it was credible and compelling. He told a story of how the fire had almost stopped our business and the deals could not be beat! Custom pictures and editorial-type ads contributed to the narrative. Despite all the smoke in the Bitterroot Valley throughout September and October the customers just kept coming, some even wore masks to get to the store! **We were able, with Larry's guidance, to do almost three months of business in eight weeks.....and we didn't use "price and item" once, which helped us get better margins!**

I am so much a believer in Larry Mullins approach that we will be partnering with him to create promotions and a website that sets Bitterroot Furniture apart from our competition through stories and testimonials. **We will be unique and credible, as we both believe that consumers are starving to work with retailers that have their best interests in mind – not just another sale.** Ultrasales didn't help for just one event, they are going to help create marketing throughout the year! After 20 years of promoting, I thought I had seen and done it all. It's great to be wrong once in awhile."

Mark Brintnall, Bitterroot Furniture, Hamilton, Montana



FREE INFORMATION PACK!

Send an email to Larry@LarryMullins.com and he will send you a free, no obligation information pack. Learn about a new, strategic method of planning your marketing based upon proven principles that establish your USP (Unique Selling Proposition), your brand, and empower your advertising to generate traffic as never before!

Why Bring in an On-Site Hired Gun and Pay Three or Four Times More?

With a Larry Mullins Turn-Key program (Customized to Your Store) YOU will be in Charge and You'll Net LOTS More Profit!

- Complete High Impact Advertising Programs Including Planning, Customized Print, Radio, Jumbo Window Signs, Tag Art and Much More ...
- "The most powerful, *brand-building* print advertising in the furniture industry."
- Unlimited telephone support
- Call Larry for a free, no obligation, 30-minute consultation ...

904 794-7212 or email him at: Larry@LarryMullins.com

(Be sure to read Larry's timely article in this month's Furniture World! See more articles at www.furninfo.com)

90 SECONDS TO \$UCCESS SERIES

Parallel Performance Profit Analysis

by Ray Morefield, Common Goals

"If I am given six hours to chop down a tree, I will spend four hours sharpening the axe."
- Abraham Lincoln -

Helping your employees to feel like they are important members of your organization can be a major motivational tool. There are many strategies furniture retailers use to involve and motivate, but an important and often overlooked one, is to share financial information with them about how your business performance is trending. Here we will discuss how Parallel Performance Trend Analysis® (PPTA) can be used to easily and effectively share financial information.

FORECASTING

PPTA requires that you have a business forecast to act as a baseline measure for the trend analysis. Many analysts suggest that a major reason businesses fail is that they fail to plan. This isn't surprising. Time constraints and work-load demands on today's furniture retailers are such that many managers are so consumed with daily operations that they believe there is little time for planning.

Leisurely budget reviews are no longer a viable option for the successful executive. Instead, accurately estimating forecasted revenues which are underwritten by planned expenditures is a critical step in managing both cash flow and cash velocity.

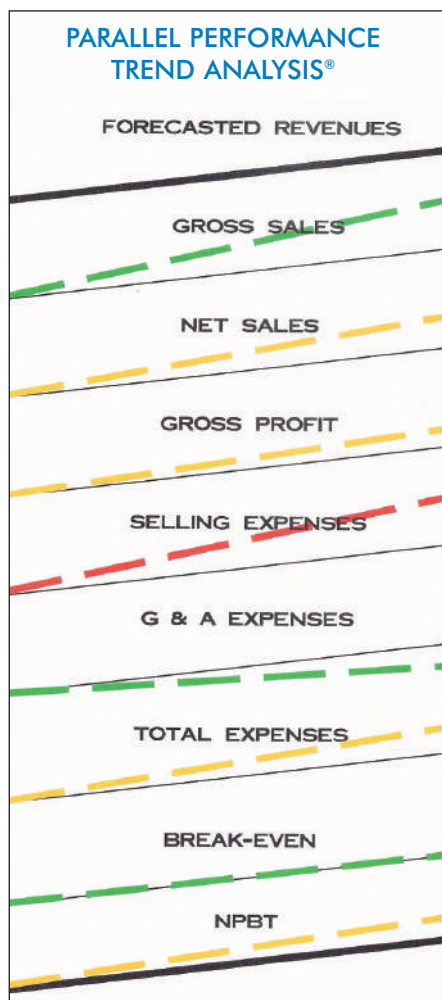
CASH IS KING

Some suggest all other areas of financial management are secondary to precise cash projections. If planned expenditures are not predicated on a realistic analysis of anticipated

revenues, many retailers know from hard experience that they can be left struggling to meet financial commitments as obligations come due.

Few if any managers can be totally accurate in forecasting financial budgets. Retailers stock, staff and spend in anticipation of projected sales, but have limited control over competition, the economy, consumer consequences. When a competitor enters or leaves the area, introduces products or promotions, forecast may be significantly effected.

Even so, realistic forecasting is a vital and necessary role of management. Forecasting too optimistically may leave us with inordinate inventory, disproportionate investment in labor costs, excessive commitment to promotion and financial obligations to infrastructure growth.



RED = Remediate
YELLOW = Investigate
GREEN = Celebrate

PARALLEL PERFORMANCE TREND ANALYSIS CREATION

Cash flow statements are invaluable in responding to immediate trends. However, these documents are frequently proprietary in nature and not readily shared beyond the corporate boardroom. So, how can you share financial information in a meaningful way with employees across your organization without giving away too much? The answer is by showing trends without using dollars and cents.

The key indicator shown on the Parallel Performance Trend Analysis chart at left is forecasted revenues. When performance parallels the fore-

"The report format also enables managers to identify and employees to expect corrective action on adverse trends and ratios."

cast, employees can see that the company is "tracking" in the right direction. The report format also enables managers to identify and employees to expect corrective action on adverse trends and ratios.

Metrics To Display: Areas of activity that can be visually evaluated for Parallel Performance are:

- Gross Sales vs. Forecasted Sales.

- Net sales vs. Forecasted Net Sales.
- Cost of Goods vs. Forecasted Cost of Goods.
- Gross Profit vs. Forecasted Gross Profit.
- Selling or Variable Expenses vs. Forecasted Selling Expenses.
- Fixed or General and Administrative Expenses vs.

Forecasted Expenses.

Visual Format: The Parallel Performance Trend Analysis acts as a business compass, visually illustrating deviation from the projected or forecasted norm.

Educators understand the impact of visuals in the learning process. Some suggest we are 8 times more effective in the selling situation when we use visual aids. The same is true when we encourage associates to buy into our attainment of goals through participative management.

Distribution: Posting performance trends throughout the organization encourages everyone to feel as

Imagine...

More extensive selections
Lines offering higher profit margins
Shorter lead times for quicker delivery
Traditional to transitional styling
American made by Amish craftsmen
Multiple USA hardwood species

**You've discovered
Home Furnishings 2.0
...exclusively from CVW!**



Made in U.S.A.

Country View Woodworking, Ltd.
7777 SR 241, Millersburg OH 44654
www.cvwlttd.com | www.cvwlttd.mobi

Roy Miller, President
Ph: 330.674.2405
rmiller@cvwlttd.com

Chuck Kuder, Sales Manager
Ph: 330.284.2791
ckuder@cvwlttd.com

Proudly serving the United States & Canada!



great lakes bedroomTM
Amish crafted, of course!

*handcrafted.
beautifully american.*TM

"Charles Schwab wrote work performance for each shift on a sidewalk as steel workers entered the plant. That simple visual resulted in a 66% increase in productivity in one weeks time."

though they are members of the management process at all levels. It serves as "soft" reminder of the need to meet expectations without harassment or personal chastisement.

It is not necessary to show actual numbers to meaningfully illustrate areas of performance that reflect excellence or require revision.

Timing: Preparing and distributing quarterly Parallel Performance Trend Analysis reports rather than waiting until year-end insures that employees feel good about excellent performance and will be informed when management takes corrective action. Quarterly reports also eliminate monthly spikes or aberrations.

Explanation: Distribute the Parallel

Performance chart for all associates to see. If you feel it is necessary to verbally explain how the report tracks trends, you can do so in just a few minutes.

Ralph Waldo Emerson said: "This time like most times is a very good time if we know but what to do with it".

Color Coding: The illustration can be made more meaningful by utilizing color on the analysis chart.

FORECASTING

Psychologists advise the average person works at 30% of their physical capacity. Surveys suggest 57% of our work force indicate they can be more productive.

Retail managers who want to raise productivity levels should consider taking steps to let their workforce know the reasons for policy changes.

Managers that isolate themselves from the employee population fail to take advantage of the motivational tools to raise the levels of performance.

Charles Schwab, former President of U. S. Steel, was the first U.S. executive to make a million dollar salary.

With nothing more than a piece of chalk, he wrote work performance for each shift on a sidewalk as steel workers entered the plant. That simple visual resulted in a 66% increase in productivity in one weeks time.

If Charles Schwab could motivate with a piece of chalk, we can achieve similar results with a Parallel Performance Guide.

The Parallel Performance Guide is a simple but effective tool that requires minimal time but has maximum managerial impact, most of which is to protect the bottom line.

What happens if we miss our goals or forecasts? Don't sanitize the situation. Step back and start over.

Failing is not fatal. We learn more from our failures than our successes. In the words of Lee Iacocca: "So what do we do? Do anything. So long as we don't just sit there. If we screw up, start over. Try something else. If we wait until we've satisfied all uncertainties, it may be too late."

Like Deming said, "Plan, do, study." Or, evaluate with the Parallel Performance Trend Analysis, then act.

About Ray Morefield: Ray Morefield has been affiliated with leading corporations in the furniture, housewares, hardware and coatings industries. He has also served other industries in an advisory capacity through his company Common Goals, Inc. Questions on any management topic, can be directed to him at editor@furninfo.com.

Discover what it's like to be treated like a big dog...



with these benefits, joining HFIA is smart:

**BANKCARD PROCESSING • CONSUMER FINANCING
BUSINESS INSURANCE • INDUSTRY VOICE**

Home Furnishings Independents Association
2050 Stemmons Freeway, Unit 292, Dallas, TX 75207
800-942-4663 • www.hfia.com

H

F

I

A

brought to
you by



Ohio HARDWOOD FURNITURE MARKET

February
27-28 2013
At the Holmes County Expo Center

This show is hosted in Ohio's Amish County, home to the nation's largest concentration of hardwood furniture builders. Our 75,000-square-foot market space will showcase over 100 of these builders.

FEATURING:

American-made Furniture: The market showcases an exceptional collection of domestically manufactured hardwood furniture.

New Designs: See the latest versions of your favorite styles.

Meet Your Builders: Rub shoulders with the builders of your hardwood furniture.

Easy Matching & Shipping: Many builders at the show use Ohio Certified Stains, simplifying color matching between manufacturers. What's more: the local shippers conveniently load furniture from your choice of manufacturers, then deliver it all in one load.

Breakfast and Lunch: Taste the local foods with our complimentary pastries and lunch.

REGISTER

Call 877.643.8824, or visit www.ohiohardwoodfurnituremarket.com

PERFECT DELIVERY INDEX

It takes a team effort to make consistent, perfect deliveries.

by Dan Bolger

Employee Name _____

I will be successful as a TRUCK DRIVER when I do the following:

1. Check product and load the truck with the merchandise to be delivered.
2. Review paperwork (manifest and sales folios) associated with the day's deliveries and be sure everything is understood.
3. Drive the truck safely and responsibly to the various deliveries by following these guidelines:
 - a. Stay alert for road hazards and road conditions.
 - b. Drive for fuel conservation. Shut off engine rather than leave idling at stops.
 - c. Follow the guidance of my teammate to back into the customer's driveway.
4. Introduce myself and helper to the customer on arrival and review the items in the delivery and their placement in the home. Check pathway through home to prevent damage to home or merchandise.
5. Unload the merchandise from the truck and carry it into the customer's home carefully by following these guidelines:
 - a. Communicate with my teammate about how I will remove the furniture from the truck, onto the ground, and into the customer's home.
 - b. Move the furniture with care to protect doorways, floors, walls, etc. from damage.
6. Assemble furniture as needed, do final review for fit and appearance.
7. Call a manager for guidance if a problem was encountered during a delivery.
8. Provide the customer with the warranty packet which includes business cards, a feedback response card, and other informational literature.
9. Record any problems encountered on delivery that will require further attention or follow up.
10. Notify Dispatch when delivery is complete and we are leaving for our next stop.
10. Other assignments or duties may be assigned.

I have received training on each of the above and understand the requirements.

Employee Signature _____ Date _____

Supervisor Signature _____ Date _____

The Bolger Group – www.BolgerGroup.com – (740) 503-8875. Driver_procedures.doc 2012 Copyright 2012

The economic reality of 2012 has forced furniture retailers to review every aspect of the sales and delivery experience they provide to customers. Many have made the hard decision to replace old employees with more capable people. Others have invested in refresher training in order to move toward the goal, perfect deliveries on every sale.

High Performing Furniture Retailer warehouse and delivery departments consistently complete over 97 percent of their deliveries perfectly. A good first step toward the achievement of this goal is to capture delivery statistics using the Perfect Delivery Index. It's a measure that assumes that problem deliveries are within the control of the operations department, with the exception of customer errors and well hidden manufacturers' defects.

To achieve a high level of customer delivery satisfaction, all previous steps in the supply chain have to be done correctly. Further, when problems are encountered the post delivery service must be timely and efficient.

One of the key ways to become a High Performing Retailer is to recognize the role of delivery drivers. Making a perfect delivery is the last step in completing a sale, and the first step toward the next sale to a satisfied customer, her friends and family through the power of word of mouth advertising, Facebook and other people media. It is therefore, imperative that retail management allocates the time and resources to provide delivery drivers with appropriate training and

Need to improve your game?



Problem Solved.

Winning in the retail arena takes more than just the right product at the right price. In this fiercely competitive world, if a business does not change and evolve to meet new needs and demands, they will be chosen last in the most important game of all – the consumer game. Winning businesses are winners because they do things differently.

If you're looking for a better way to flow product, manage your customer's experience, and add to your profitability at the same time, we can help.

Start Improving Today.



"We continue to grow our volume and GMROI, and our bottom line profit has more than doubled with PROFITsystems."

Chris Ehgoetz and Carrie Hemme
Michael Alan Furnishings
Lake Havasu City, AZ



software | consulting | performance groups | freight savings | e-solutions

800.888.5565

www.profitsystems.com

Delivery Analysis: Weekly Delivery Team Performance

| Description | Number | % |
|----------------------|--------|-------|
| Total Deliveries | 3610 | |
| Completed Deliveries | 3263 | 90.4% |
| Wrong Item Shipped | 4 | 0.1% |
| Damaged Product | 77 | 2.1% |
| Not at Home | 76 | 2.1% |
| Reschedule | 85 | 2.4% |
| Sales Error | 72 | 2.0% |
| Customer Error | 37 | 1.0% |
| Back Order | 46 | 1.3% |
| Miscellaneous | 36 | 1.0% |

The perfect delivery index tracks total deliveries for the month (left) and weekly by team (below). High performing operations complete over 97% of deliveries perfectly. This operation had a total of 3,263 completed deliveries, 90.4% of the total for the month.

Definitions

Total Deliveries: Total numbers of orders on the delivery manifest.

Completed Deliveries: Total orders that are delivered without any exceptions.

Wrong Item Shipped: The item delivered wasn't what was specified on the manifest.

Damaged Product: Item was damaged.

Not at Home: No one was at home to accept delivery of the merchandise.

Reschedule Delivery: Cancellation was received after the merchandise was pulled.

Sales Error: Item was correct per the manifest but wasn't what the customer ordered.

Customer Error: For example, item ordered is too big to fit through hallway or doorway.

Back Order: Order not shipped complete.

Miscellaneous: For example, could not deliver due to a traffic accident/ closed road.

| Weekly Performance Number of Deliveries | Team A | Team B | Team C | Team D | Team E | Team F | Totals | Overall % |
|--|--------|--------|--------|--------|--------|--------|--------|-----------|
| Deliveries | 147 | 164 | 205 | 191 | 175 | 177 | 1059 | |
| Completed Deliveries | 126 | 147 | 188 | 175 | 152 | 160 | 948 | 89.5% |
| Wrong Item Shipped | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0.09% |
| Damaged Product | 1 | 2 | 2 | 3 | 2 | 7 | 17 | 1.61% |
| Not at Home | 3 | 1 | 2 | 5 | 7 | 2 | 20 | 1.89% |
| Reschedule | 9 | 4 | 7 | 1 | 7 | 5 | 33 | 3.12% |
| Sales Error | 2 | 4 | 3 | 5 | 0 | 8 | 22 | 2.08% |
| Customer Error | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 1.32% |
| Back Order | 4 | 4 | 1 | 1 | 4 | 0 | 14 | 1.32% |
| Miscellaneous | 1 | 2 | 1 | 1 | 2 | 0 | 7 | 0.66% |
| Team Score% | 85.71% | 89.63% | 91.62% | 91.62% | 86.86% | 90.40% | 89.52% | |

| Weekly Performance In Percent | Team A | Team B | Team C | Team D | Team E | Team F | Overall % |
|----------------------------------|--------|--------|--------|--------|--------|--------|-----------|
| Deliveries | 147 | 164 | 205 | 191 | 175 | 177 | |
| Completed Deliveries | 126 | 147 | 188 | 175 | 152 | 160 | 89.5% |
| Wrong Item Shipped | 0.00% | 0.00% | 0.49% | 0.00% | 0.00% | 0.00% | 0.9% |
| Damaged Product | .68% | 1.22% | 0.98% | 1.57% | 1.14% | 3.95% | 1.61% |
| Not at Home | 2.04% | 0.61% | 0.98% | 2.62% | 4.00% | 1.13% | 1.89% |
| Reschedule | 6.12% | 2.44% | 3.41% | 0.52% | 4.00% | 2.82% | 3.12% |
| Sales Error | 1.36% | 2.44% | 1.46% | 2.62% | 0.00% | 4.52% | 2.08% |
| Customer Error | 0.00% | 0.00% | 0.00% | 0.00% | 0.57% | 0.00% | 1.32% |
| Back Order | 2.72% | 2.44% | 0.49% | 0.52% | 2.29% | 0.00% | 1.32% |
| Miscellaneous | 0.68% | 1.22% | 0.49% | 0.52% | 1.14% | 0.00% | 0.66% |
| Team Score% | 85.71% | 89.63% | 91.62% | 91.62% | 86.86% | 90.40% | |

CASEGOODS/ BEDROOM

1. Unpack & inspect each item for damage - mark areas that need attention.
2. Open all drawers and doors and adjust if needed.
3. Check all drawer guides (spray if needed).
4. Attach all handles and hardware and tighten as needed.
5. Clean or polish all wood surfaces, remove packaging marks/ excess wax.
6. Clean and inspect glass/ mirrors.

UPHOLSTERY

1. Fluff and adjust all back, arm and seat cushions.
2. Stand back and check for fabric match, plaids, stripes, etc.
3. Check all seams and zippers.
4. Clip all loose threads (Do Not Pull).
5. Inspect all wood trim and front panels.
6. Operate ALL mechanisms (reclining and sleeper).
7. Apply fabric protection if ordered.

tools to do a professional job.

JOB DESCRIPTIONS

Most employees want to do a good job and will do so when provided with easy to understand job descriptions and training. Our clients have used the job function format shown on page 26 successfully. You can modify it to fit your specific operation. Limit job descriptions to ten points and one page. If possible, have employees see a draft, and allow them to comment before the job outline is finalized. This will increase their motivation to achieve perfect deliveries. Similar job sign-off sheets can be created for

DINING ROOM

1. Before assembly, inspect all tops and leaves for match.
2. Install all leaves to check fit.
3. Check all chairs for splits or defective finish.
4. Check level of chairs and tables.
5. Clean and polish all wood surfaces.

OCCASIONAL TABLES

1. Before assembly, inspect all tops and legs for damage.
2. Install all leaves to check fit.
3. Check finish match on all legs.
4. Assemble properly and tighten all bolts and legs.

DELIVERY/ PICKUP INSPECTION & DELUXING

1. Unpack & inspect each item for damage before discarding packaging materials.
2. Inspect all items by completely walking around 2 times.

other operations related jobs including receiving, warehousing, prep and service.

Note that this format provides sign-off for both the employee and supervisor, and becomes part of the employee's personnel file. It can then be used to coach or as backup for discipline or termination. Obviously the goal is to get every employee to provide uniform quality performance and minimize turnover, a costly and time-consuming process.

Using this approach will reduce stress throughout your organization and largely eliminate customer service hassles that may end up at the Better



**Leader in
Functional & Affordable
Glider Rockers**

**Bold New
Designs**



Available electric or manual

**Superior
Quality**



Priced To Sell

**CALL CRINAR TODAY
800-856-6318**

*Visit Crinar at the Toronto Show
Booth 2001, January 12-15 2013*

Tel. (418) 834-4440 • Fax (418) 834-3583
info@crinar.com • www.crinar.com
Selected Territories Available

"Delivery statistics are best captured in the Perfect Delivery Index. It's a measure that assumes that problem deliveries are within the control of the operations department..."

Business Bureau or on the Internet. And, if you do get negative comments or complaints, make sure you post them internally, along with your response where they can be seen by all departments so everyone can work to improve customer satisfaction.

SALES AND SERVICE ISSUES

To achieve maximum customer satisfaction and profitability, it is necessary as well to prevent problems that arise farther up on the supply chain from getting dumped on the delivery department. It all starts with the salesperson properly completing the order and noting any special conditions

such as a third floor walkup or other impediments to getting merchandise into the home. Sales and service staff need to be aware of the consequences of, and made accountable for, clerical errors such as transposing a number that can result in receiving the wrong fabric or even a completely different piece.

FOLLOWING PROCEDURES

The warehouse staff also has to do all the right things. Every warehouse employee should be supplied with a written job description similar in format to the delivery driver description shown on the first page of this article.

The procedures listed on the previous page were adapted from large posters in the operations department of a major furniture retailer as summary reminders for the workers.

To make all of this work well, managers must show commitment by visiting the shipping dock and looking over staged furniture. Each sofa, table and mattress that gets loaded carries with it your reputation. Customers remember their entire delivery experience from the greeting through delivery for many years to come.

Daniel Bolger P.E. provides operations consulting services to clients throughout North America. FURNITURE WORLD readers can contact him at bolger@furninfo.com or phone 740-503-8875. For more information on transportation, logistics and furniture warehousing topics, go to Furniture World Magazine's website at <http://www.furninfo.com/series/bolger> to read all of Dan's articles.

FEELING STUCK WITH YOUR CURRENT IN HOME DELIVERY OPTIONS?

MAKE THE RIGHT CHOICE AND PARTNER WITH THE LEADER IN HOME DELIVERY- DIAKON LOGISTICS

Diakon Logistics, your dedicated residential home or B2B, last mile, white glove solution. Serving the United States and Canada.



The difference is in the details
703.530.0677, ext. 215
www.diaakonlogistics.com



Visit Us At The Las Vegas & High Point Markets in the Retailer Resource Center.

BUYERS' PROJECT

If you are an importer, contact us to participate in our international buyers' program. Your travel expenses could be covered by us.

*Limited availability.

Some restrictions apply.

*Contact us: +52 (33) 3343 3400
buyersprogram@afamjal.com.mx

the biggest fair ¹³₁₄₁₅₁₆

*in furniture and accessories
in Latinamerica*

 AT EXPO GUADALAJARA

E M **MEXICO**
INTERNATIONAL
FURNITURE
MARKET
WINTER EDITION
XXXII EDITION

February 2013



afamjal

Jalisco Furniture Manufacturers Association. www.expomuebleinvierno.com.mx

Av. Mariano Otero 1313, Col. Rinconada del Bosque, Guadalajara, Jalisco, México, C.P. 44540

☎ +52 (33) 3343 3400 ✉ expos@afamjal.com.mx

EVENT FOR PROFESSIONAL BUYERS

Restricciones:



COLOR APPEAL

Try using this "no-fail" color palette in at least one of your displays each season and see the results!

by Uma Stewart

It can be difficult to predict what furniture customers' tastes will be each buying season. The color forecast might call for bright orange, but is that what people will really be buying? There may be some tried and true upholstery fabrics, but those can often end up looking tired and dated after several seasons as well.

Working with clients year after year, and season after season, I have found that there is a color palette that has a very broad appeal, stimulates clients to buy with ease, and always looks current. It's a color solution that is a non-threatening starting point for customers, and easy for retail sales associates who may not have extensive interior design credentials. Are you



ready for it?

You must start with neutrals ranging from off-white to beige, and then add pieces in medium blue tones. Once

this neutral and blue scheme is in place, you can accent with brighter colors and deeper shades. Let's explore this palette in more detail.

THE BASICS

When putting together your beige and blue seating arrangement, you could suggest that your customer pick

"You must start with neutrals ranging from off-white to beige, and then add pieces in medium blue tones."



Finding *GREAT PEOPLE* Is What We Do!

Furniture Team is your top talent recruiting solution! From mid-level managers to top executives in retail, wholesale, and distribution--let us find the best candidates for you. We will access, qualify, interview, evaluate, and secure potential candidates to help you get the best team possible.

- ★ We work with home furnishings companies nationwide and abroad.
- ★ We not only **find** great candidates for you, we can also assist in the offer/negotiation and transition processes.
- ★ We have worked with over 200 client companies in 10 years.
- ★ Member, NFHA and WHFA.

Furniture Team Management Recruiting, Inc.

Call Pete Tomeck today! 717-361-7858 • www.furniture-team.com • pete@furniture-team.com
"I put my name on the line with each placement!--Pete Tomeck, President - Member, SHRM

JAIPUR®



Brio
BR45
Hand Tufted

*Quickship 72 Hrs

www.JaipurRugs.com

The Book 2013



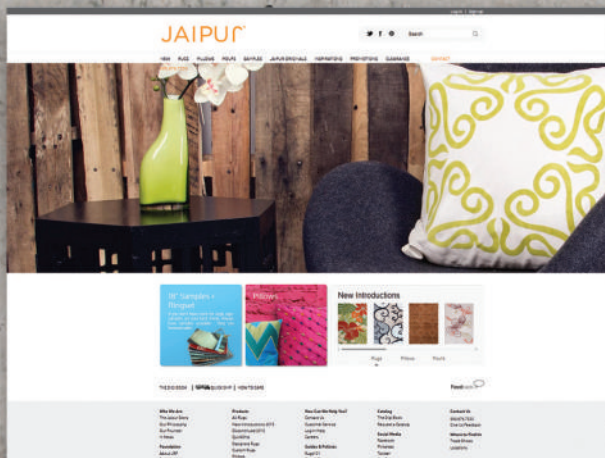
Includes true-to-the-product color
Easy to shop layout

JAIPUR

THE BOOK 2013

Quickship program launch
Introduction to pillows and poufs

Request your copy today!
888.676.7330



Dynamic Search
Easy sample ordering
Create a Wishlist

The Site 2013

Explore the new Jaipur...
www.jaipurrugs.com



Mobile and Ipad Friendly



Updated Inventory
Color accurate photography
Zoom in capability

*Quickship Program begins 1/1/13

Variations on a color palette that stimulates customers to buy with ease.



a sofa fabric that is either a deep beige or a grey blue. Then match their chairs' fabric in the other color for contrast. Table finishes, small accent pieces, like poufs, or pillows should be done in lighter off-white to set the two medium tones off from one another. You can also add rich cognac leather pieces to the mix for a warmer, updated traditional look. If you want the setting to have a more modern feel, add charcoal grey leather pieces instead.

You can easily add wood, metals, mirror, ceramic, bone or shell finishes that are neutral into this basic color palette for more interest. Gold and silver tones should both work well with these colors too.

If you can select a wall color, you should opt for pale versions of the beige or blue, or stick with a warm white. Try to avoid brighter background colors or muddy brown colors. They will not show off the pieces that well. Never use a yellow background either as it will make this color palette feel dated or a bit "off."

If you display floor coverings in your vignettes, go for something with a neutral base that has some texture or pattern to it. You can include blue patterns here if you wish.

ACCENT COLORS

Brightly colored furniture settings can entice customers and catch their attention. However, when it comes to purchasing, those same bright colors can hinder your customers' buying decisions because they may not be able to visualize pieces in different

fabrics and finishes. Bright colors can also make customers question whether the pieces will actually reflect their style. The fact is that most bright colors tend to be trends that come and go with each season. This strategy shows you how to use brights more sparingly.

Once you have your base colors selected, you can have fun with small spots of brighter or deeper colors. You

have many options here. I have done this color palette with orange and turquoise spots of color. I have also done jewel toned blues and purples. This color palette can look good with bright green accents as well, particularly if you have incorporated a lot of white in the scheme.

Pick just one accent color if you struggle with pulling colors together. Never use more than two. Remember



re•define your bottom line.

It's time to give your in-store financing an overhaul. What if a simple credit card program could deliver increased average transactions, better revenues, higher profits, repeat business and improved customer loyalty? More approvals and higher limits mean a whole new look for your bottom line.

In-store financing options, dedicated support and no minimums.

Ready to re•novate?





Retail Card Services

Visit TDRCS.com/FurnitureWorld or call 1-866-729-7072 EXT 3008

"New textures and slight variations in shade are the elements that keep pieces feeling fresh and new. You can keep experimenting with new combinations on this scheme."

that a little bit of bright color will go a LONG way! There is no reason to do too many pieces in your accent color. That can look contrived. Look for wall art that uses the accent color in combination with the beige and blue tones. Find small ceramic pieces that show off bright colors, and definitely add throw pillows in your accent colors.

WHY THIS WORKS

There are several reasons why I call this scheme a "no fail." First, every season furniture manufacturers come out with new shades of neutral, beige fabrics. There is a reason for this! People like them and will buy them! New textures and slight variations in shade are the elements that keep

pieces feeling fresh and new. You can keep experimenting with new combinations on this scheme.

Second, people today live very fast paced lives that are filled with overstimulation. Interior spaces should create a feeling of calm by drawing on motifs that feel natural. Beige neutrals, white, and blue tones are all very natural in feeling. They bring to mind earth, wood, sky and water which appeals to people instinctively.

Finally, these colors always feel modern and updated because they are sophisticated. They are not bright, but they are not muddy either. The bright accents will make the whole thing feel more modern and will still add the eye-catching element that is needed for a retail display.

Try using this palette in at least one of your displays each season and see the results!

Designer Uma Stewart has gained a following for her signature approach to interior design. Coined "low-key luxury for the cultured life," this style captures the modern desire to live both the good life, as well as a life less ordinary. Every project is guided by a fundamental vision of light, space and clean lines.

Uma founded Furbish Home in 2006 to offer an inspiring showroom environment to the public, while continuing to work on a broad range of design projects with individual clients. In 2010 Uma launched an eponymous boutique firm, Uma Stewart Interior Design, offering the highest level of creativity and service to her growing design clientele.

Uma's design work and showroom have been featured in New Jersey Monthly, New Jersey Life, Domino, New Jersey Jewish News, and Millburn Short Hills Magazine. Uma's design blog, the Furbish Notes, is widely read by design enthusiasts and professionals alike. In it Uma explores everything design, but also weighs in on the other passions in her life: writing, family, travel, art and photography, food and wine and more.

Before launching Uma Stewart Interior Design and Furbish Home, Uma worked as an acquisitions editor in book publishing and as a photo editor for a women's fashion magazine. She studied design at Parsons and NYU, and has done graduate work in communications and culture. For more information on this article or other aspects of interior design contact her care of editor@furninfo.com.



Arc-Way
Furniture Displays

Headboard Display

Effectively provide your customers with an assorted amount of headboard choices with this stable three tier headboard display.

This durable display uses limited space to efficiently market your headboards. Give your store the competitive edge.

- More selection, More sales!
- One size fits all
- Freight friendly shipping
- Durable baked on finish



Ask about our full line of innovative Furniture Display & Handling Solutions

1-800-263-1338 • arc-waysales@bordertownwire.com



Don Olson, Owner

“Best Profit Per Square Foot In My Entire Lineup!”

Check these results!

- ***Don's store has averaged 15 sales per year for SEVENTEEN years now!***
- ***That's an inventory turn of 7.5 per year, and those sales are achieved with normal margins.***
- ***The ROI is dramatic!***

That's pretty remarkable! Particularly when you consider that his store is in a town of 7,500, 100 miles north of Seattle.

You don't have to be a big guy in a big town to win with Wallbeds, as Don can tell you.

Wallbeds has slowly and carefully developed a network of retail partners. There are still markets open, so, if you are interested in looking at this high performing category, please give us a call. We would like to share a few more success stories with you, and explore the possibility of your company becoming another one!



DeCamp and Stradford Furniture Headquarters



WALLBEDS !

Las Vegas...Bldg. A 540

Phone **800-934-6711**

Fax **888-477-6796**

Hiddenbed 

Email Wallbeds@surewest.net



BUSINESS INTELLIGENCE

Take advantage of all the data you have by using mobile dashboards.

by David McMahon

You have been entering sales and cash transactions, recording costs, counting your inventory, keeping track of customers, and paying taxes, right? All business activity produces data. No matter which software system you are running, you have thousands of report queries available. How you sift through this data and make sense of it all is the purpose of business intelligence or "BI". Your ability to organize, maintain and functionally use the information that you have collected determines its value to your organization. In this article I'll discuss how BI can

work for you.

FOCUS FIRST

Business managers who spend their time taking actions based on the most important metrics have a better chance of producing results. Those managers that have trouble getting the right information are those that operate more by the seat of their pants. Ask yourself, "Do I feel as if I am running my business" or, "Do I feel as if my business is running me?" Are

you in control of your situation or are things a bit out of your control? If you have good BI that is easy to read, you can focus. You can control your direction better.

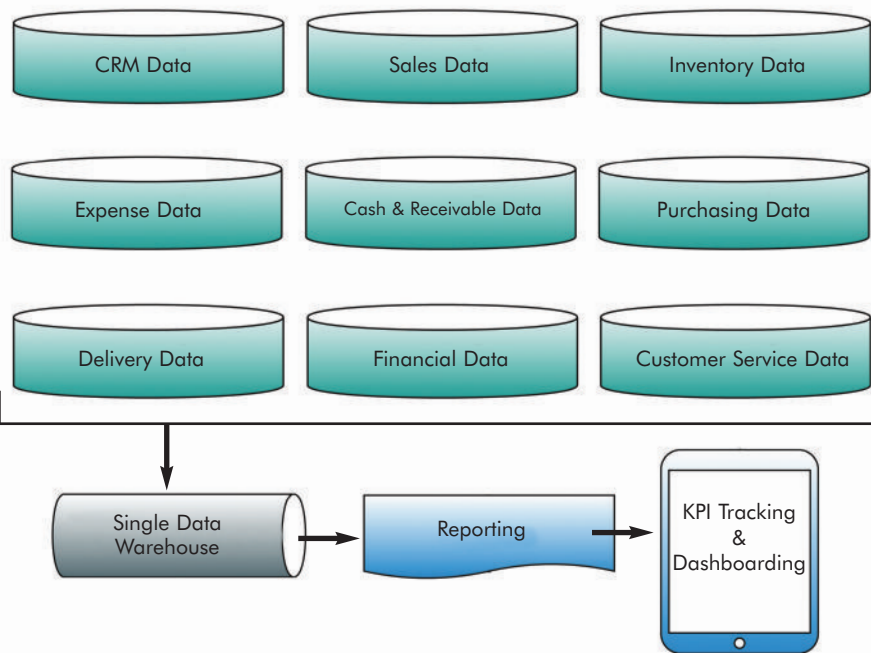
HOW BI WORKS

You have data that comes from recording various business activities. For example, CRM data (Customer Relations Management) contains information on the number of customers who have visited your business, your salespeople's interactions with them, the sales result and the follow up performed. The Sales data contains information on the size of the transactions and the specific inventory purchased. And, the Inventory data includes stock counts, location tracking and the age of merchandise. There are literally thousands of other pieces of information in these and many other data files.

A good Business Intelligence system brings all these data sources together in one single data warehouse. Within this warehouse various files or sources are reportable together (see illustration at left).

The Business Intelligence system gathers all this information and generates the most useful metrics. By running the report queries correctly, the most critical information is looked at first. Significant time is saved by giv-

Business Intelligence Diagram



"A good Business Intelligence system brings all these data sources together in one single data warehouse."

ing managers tools that they can use to make the best decisions, fast.

Finally, today's technology allows the BI to be compiled into dashboards and viewed conveniently from any device at any time. In the old days of computing, I witnessed the desks of managers with stacks upon stacks of paper reports that piled up over months. In fact, I witnessed one gentleman get so overwhelmed by what was in front of him that he had a

panic attack and threw everything in the garbage with one swoop.

Today, all you need is an iPad with the most relevant information organized in a single file for easy viewing. The CEO performance groups that I direct use what we call an FMA (Financial Metrics Analysis). The members view all of their critical data on a dashboard-type display.

Consequently, they have a much better finger on the pulse of their business than their competition. That is how BI helps.

DASHBOARD INFORMATION

Here is some of the information that I suggest you get from your business intelligence system and put on your dashboard. Of course, you should customize your BI for your unique situation and needs:

CRM Data

- Customer traffic/selling opportunities.

- Close rates.
- Revenue per opportunity
- Follow up percent.

Sales Data

- Average sales.
- Written sales & Delivered Sales.
- Gross Margin & sales by salesperson.

Inventory Data

- Average inventory.
- Inventory to Sales ratio.
- GMROI (gross margin return on inventory).
- Best Selling – Vendors, Categories, Groups, Items.
- Merchandise not on display percent.

Expense Data

- Expense by Category – administration, occupancy, marketing, selling, service, warehousing, distribution, finance & banking.

Cash and Receivables

- Reconciled balances.

*'Tis The Season
To Remember The*



14TH ANNUAL NIWA EXPO
HOWE, INDIANA

MARCH 11TH-13TH, 2013

100,000 sq. ft. of show space!



VISIT 80 QUALITY SOLID WOOD SPECIALIST UNDER ONE ROOF

- Quality Craftsmanship
- Solid Hardwood
- Available in a variety of styles, woods & finishes
- Many custom finishes to choose from
- 80+ Builders to give a large selection to choose from
- Styles to fit any time era
- Freight available to most areas
- Central finish shops for consolidation & easy pick up
- Various species of wood available
- Environment friendly products

**FOR MORE INFORMATION OR TO BE ADDED
TO OUR PRE-SHOW MAILING LIST, CALL OR EMAIL.**

ph: (574) 358-0015 | fx: (574) 358-0070 | info@indianawoodcrafters.com

www.indianawoodcrafters.com

The Future of Furniture Retail is
"MADE IN THE U.S.A."



THE MICHIANA
EVENT CENTER
www.MichianaEvents.com

- Accounts receivable.
- Customer deposits.
- Quick Ratio, Current Ratio, Working Capital.

Purchasing Data

- Best Seller in-stock percentage.
- Lead days.
- Inventory turns.

Delivery Data

- Percent of deliveries scheduled.
- Perfect delivery percentage.

Customer Service Data

- Percent of service issues per sales.
- Vendor credit requests.
- Source of issues.

Financial Data

- Financial Performance: Profit & Loss, Balance Sheet, Cash Flow.
- Performance to plan or budget.
- Comparative to prior periods.

"Today's technology

allows the BI to be compiled into dashboards and viewed conveniently from any device at any time."

CONCLUSION

You are data rich. There is a lot you can do with it. There are new business intelligence tools and services springing up every day with the fast pace of today's technology. If you don't want to do it on your own, find a partner who is knowledgeable in the BI metrics that your business needs and can help you take the proper actions to improve. Make your data and business

work for you.

David McMahon is a Certified Management Accountant and Management Consultant with PROFITconsulting, a division of PROFITsystems. Questions about this or any of his articles archived on FURNITURE WORLD Magazine's website furninfo.com can be directed to Davidm@profitsystems.com or call 800-888-5565.



FURNITURE WORLD MAGAZINE
914-235-3095 • info@furninfo.com

Visit The NEW www.Furninfo.com

- Post Your JOBS & RESUMES For FREE
- See The Latest NEWS & RETAIL TIPS
- Find ARTICLES On ANY RETAIL TOPIC
- NEW FORUM: Get Questions Answered



Subscribe to the print edition of FURNITURE WORLD Magazine and the weekly e-NewsMagazine.

Read current and archived issues online and download the free iPad app.

MADELINE

BY

LOLOI



ATLANTA Jan 9th - 16th

LAS VEGAS Jan 28th - Feb 1st



SHOWROOMS ATLANTA . DALLAS . HIGH POINT . LAS VEGAS . MONTREAL . NEW YORK . TORONTO
HEADQUARTERS 4501 SPRING VALLEY . DALLAS . TX 75244 **TEL** 972.503.5656 info@loloirugs.com

LOLOIRUGS.COM

BEST SELLING DESIGNS



Jaipur Rugs

A youthful spirit enlivens Esprit, a collection of contemporary rugs with joie de vivre! Punctuated by bold color and large-scale designs, this playful range packs a powerful design punch at a reasonable price.

Contact information on index page 66.



BDI

Semblance is a versatile, modular system, that can be used to create storage and display systems, offices and home theater solutions of many configuration. The vertical panels are finished with richly grained natural hardwood veneers in Natural Walnut, Natural Stained Cherry or Espresso Stained Oak.

Contact information on index page 66.

Elran

The Rebecca collection offers transitional styling that features a wingback, rolled arm with optional nail heads & chaise seating. It is shown here in dark chocolate waxed leather. Matching loveseat is also available.

Contact information on index page 66.



Bush

Buena Vista features solid construction, antiqued bronze hardware and attractive, superior-quality embossed finish. Its classic styling is versatile enough to match any room in the home. The expansion of the collection now includes storage units and home office solutions. Suggested retail range is between \$99 and \$299.

Contact information on index page 66.



Wallbeds

Euro Style is shown with three drawer side cabinets in the newest White finish. Many cabinet configurations, styles, and finishes available. Made in America.

Contact information on index page 66.



Country View Woodworking

The Great Lakes Collection is offered in North American cherry with 3 new colors added. Each piece is finished with heirloom quality, catalyzed varnish formulated by respected American producers. The warm Cherry finishes are blended with rich Black Walnut inlay, drawer pulls, and accents. Bed options include traditional, European, and storage unit footboards.

Contact information on index page 66.



BEST SELLING DESIGNS



Loloi

The Arbor Collection's indoor/outdoor selection is power-loomed in Egypt of 100% polypropylene. The color palette fits nicely indoors as it does outside, making it the ideal all-seasons rug. Available sizes are 3'11" x 5'10", 5'2" x 7'5", 7'10" x 10'9", 9'2" x 12'1".

Contact information on index page 66.



Dutailier

'Venice', a contemporary styled chair features functional options such as gliding motion, reclining system and 360 degree swiveling. It has a hand-crafted wood frame and is available in 6 leather colors.

Contact information on index page 66.

Horizon Home

The new Burma Collection is a highly functional 65" entertainment console. Heavy distress and chattering on wood, creates a one of a kind vintage feel.

Finish is wax base with black rub and lacquer. 699.00 retail.

Contact information on index page 66.



Via

California is part of the Signature collection. this sectional has pull-out seating and adjustable backs to offer the finest in relaxation and comfort. Also available as an armchair, loveseat and condo.

Contact information on index page 66.



Huppé

The Cubic collection is constructed of birch veneer and solid birch. Shown here in a charcoal finish, this collection is available in a variety of Huppé colors.

Contact information on index page 66.



Borkholder

The Gathering Table comes with 6-18" leaves extending from 5' to 14". The table has an adjustable center support leg, and can accommodate up to 16 chairs. Made in the USA

Contact information on index page 66.



Omnia

Tucson is classic in design, with a tooled leather accent which confirms the beauty and class found in better designs. Made in America.

Contact information on index page 66.



BEST SELLING DESIGNS



West Bros.

This gentleman's chest is part of the Serra collection mixing walnut solids with lacquered drawer fronts in fresh, fashion-forward colors. The classic modern design features soft-close drawers, storage options and bold solid color on a natural wood finish.

Contact information on index page 66.



Crinar

This contemporary styled chair swivels, glides and reclines. Available in bonded leather or leather match, electric or manual.

Contact information on index page 66.



Klausner

Sherman is traditional in style with nailhead frame and double needle sewing treatment. Available in 7 leathers and 32 colors.

Contact information on index page 66.



Source Outdoor

The Lucaya Collection is made of aluminum, high density polyethylene and is covered in Sumbrella fabric. Collection includes 14 seating pieces.

Contact information on index page 66.

Attitude Walk the Walk Communication Fun Factor

DREAM TEAM

Part 3: The four critical elements of team player criteria.

by Rene' Johnston-Gingrich

The first installment in this series of articles that began in the June/July issue of Furniture World examined how the hyper competitive sales environment and constricted economy is impacting retail profits. The article also suggested that given these conditions, if you want to achieve a competitive edge, you should consider developing a strategy to staff your store with a team of experts, a team of the industry's best. Furthermore, your Dream Team must be proficient in the three skills necessary to excel at sales, including, mastering the fundamentals (product knowledge), being a team player, and "wowing" the crowd (customer service skills).

This time we will provide insight into how you can help your team to fully master the second of these critical skills, "Being a Team Player." To successfully master this skill you must develop and maintain a healthy working environment as measured by four criteria.

Before examining these criteria, let's begin by defining the phrase internal customer service. Internal customer service looks at how people treat each other within your organization. How managers treat employees, employees treat each other, even how vendors are treated. In other words, how our team functions. These are the measures we can use to see if our

team members are really being team players.

The concept of internal customer service often gets passed over in favor of its flashier cousin, external customer service. Organizational morale has a tremendous ripple effect. That is why it's so important to ensure that your team members are working in a symbiotic manner and continually honing their team skills. I'll share more about that later, but first we will examine the four criteria needed to maintain a cohesive team.

I previously introduced three con-

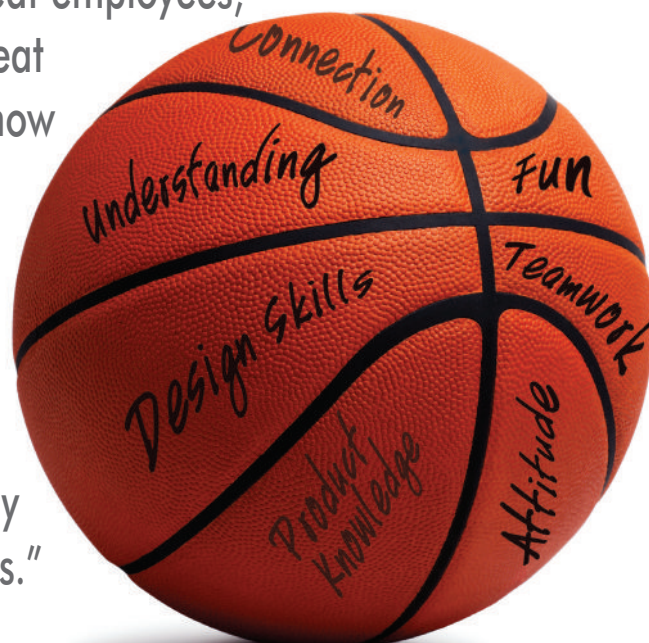
"How managers treat employees, how employees treat each other, even how vendors are treated are the measures we can use to see if our team members are really being team players."

cepts to consider when evaluating the overall morale of your sales team or what I like to call Team Player Criteria. In this segment we will revisit these criteria along with a new addition called "Walk The Walk". We will look at the concepts and then discuss how to create the best possible conditions.

#1- ATTITUDE

The first step is to evaluate existing employee attitudes.

- Are they positive?
- Again, ask yourself "Do team mem-



"Upon hiring,

express expectations clearly.

During the hiring process have candid conversations with potential employees regarding your expectations for team relationships and conduct. You may go so far as to establish a code of conduct. "



bers show up on the court (or sales floor) with a smile on their face and leave their personal problems at home"?

- Remember, if an employee's attitude is consistently negative, he or she is probably unhappy and not a good fit. Deal with this sooner rather than later.

As owners and managers, we must work to ensure we are creating an atmosphere in which positivity can flourish.

- **Hiring:** When hiring sales professionals, do your due diligence by checking references and asking questions that qualify your team member. It's important that you are comfortable that this person will bring a positive attitude and energy to your workplace. Most of you know when someone is a good fit for your organization. When you may get into trouble is when you rush to fill a position and choose to overlook red flags.
- **Acquiring:** Upon hiring, express expectations clearly. During the hiring process have candid conversations with potential employees regarding your expectations for team relationships and conduct. You may go so far as to establish a code of conduct. Work to create a culture that includes frequent discussions about the importance of positivity.

- **Developing an atmosphere of fairness and value:** As an owner or manager you can work to provide a healthy environment by handling situations with consistency and fairness. Build an environment of fairness and a place where employees feel valued. This will go a long way to encouraging positive attitudes.

- **Retention:** Employees are more likely to stick around when they feel there is trust and cooperation. Observe the ways in which team members work together and take steps to improve communication, cooperation, trust, and respect in those relationships.

Remember, it is the responsibility of managers and staff, to make a positive contribution to achieving a positive work environment.

#2 - CONNECTION VIA COMMUNICATION

This criteria is designed to evaluate both employees and management contributions.

It looks at whether managers show employees appropriate appreciation and if people within the company work to understand and listen to each other.

Communicating important information should be an ongoing, vital component of daily retail operations. A culture of quality, open communica-

tion is vital to a well-functioning team and an empowered workforce. When looking at connection via communication there are four elements to consider:

- **Communication Styles:**

Miscommunication is at the root of most conflict, so it is important to train employees to embrace the value of communication skills. Sales professionals should be involved in activities that help them to learn about different communication styles. For example, one sales professional may be an outgoing, demonstrative communicator and a co-worker may be more reserved and convey a higher level of detail. A simple communications style profile (easily found online) can help to give your people the information they need to understand their style of communication and also how they can better relate to their co-workers' styles of communication.

- **Sharing:** Encourage team members to share information and look out for the team members who are not willing to "pass the ball." In other words, team members who seek power by not sharing information. Emphasize the importance of each team member's contribution and demonstrate how all of their jobs operate together to move the entire team closer to its goal.

The Bolger Group



Warehouse Delivery Transportation Management Consultants



- Increase Productivity
- Plan Warehouse Growth
- Fix Service Problems
- Tighten Controls

Call 740-503-8875

www.bolgergroup.com • dbolger@bolgergroup.com

Everything You And Your Sales Team Need To Know About Mattress Sales!

In the January/February (Las Vegas) issue, Furniture World will publish the 9th installment in its Better Bedding & Mattress Sales series. This time we will delve into everything that furniture and bedding retailers need to know about mattress construction.

We will put the latest bedding materials including Polyurethane, Latex, Memory Foam and Gel under a magnifying glass.

Great For Retail Education: Read and print out past articles in this important series by visiting <http://www.furninfo.com/series/bedding>.

**furniture
WORLD**

Advertising information:

914-235-3095

sales@furninfo.com



DISPLAYS THAT WORK FOR YOU



FSE-690-20
Electric Rug Gallery Series



Area Rug Stand



RG11
Rug Clip

At Galt Display Rack, we create displays that work for you, fit your space, and your layout.

For over 60 years we have been creating working solutions for your display needs, engineering and building custom carpet galleries that showcase your products in the best possible way.

Our Patented Electric Rug Gallery allows each display arm to be lowered individually to display any rug at any position - even on the floor. We make it easy for just one person to display or load your valuable rugs and carpets.

Our Patented RG-11 Rug Clip is the strongest clip in the market, with its unique, patented design, this area rug clip can hold even the heaviest rug on the market today.

Our Area Rug Stand will show various sizes of area rugs anywhere your showroom floor.

Call or email and discuss the possibilities.

email: info@galtdisplayrack.com

www.galtdisplayrack.com

1-800-461-3892

GaltDisplayRack
company limited



"Look for opportunities to resolve minor issues. Continually refer back toward the team's goals and organizational values."

- **Listening:** Encourage more listening and less talking.
- **Setting an Example:** Facilitate communication. Remember that communication is the single most important factor in successful teamwork. This goes beyond just holding meetings. Set an example by being open to suggestions and concerns, also by asking questions and being available to help solve problems.

An environment in which sales professionals communicate clearly and courteously will help to create a harmonious workplace. When team members feel valued, they perform better and in turn maximize opportunities by providing genuine, enthusiastic customer care.

#3- THE FUN FACTOR

Continue to examine if your team members are encouraged to enjoy their roles? Is there a place for fun in your store? How are you cultivating this environment?

Our external customers love coming to a place where the positive energy is contagious.

Team environment requires more than working in the same building. Relationships have to be developed. The reality of employees socializing may be unattainable, but we can encourage them in the workplace to see each other on a more human level. In addition, to establishing these connections, light-hearted activities are great opportunities for brainstorming and process improvement.

- **Encourage a little healthy competition:** A great way to energize the team is to work fun activities and games into weekly meetings. Sales professionals who are secure in their space are more likely to produce, and less likely to cause problems.
- **Allow for fun:** Look for opportunities for team members to spend some time together off the sales floor. In-store promotions also present opportunities to demonstrate great internal working relationships.

#4- WALK THE WALK

Walk the Walk is a new addition to the Team Player Criteria. Don't just talk about outstanding internal customer service being important... demonstrate it. Determine if you provide outstanding customer service both externally and internally a part of your organizational culture. If not, consider taking the following corrective actions.

- **Establish clear standards:** As we discussed with product knowledge, you want to be certain what your standards for success are. This should be accompanied by concise time frames and certainty that team members understand their responsibilities
- **Set goals for team play:** Be sure to establish team values, set goals and evaluate team performance.
- **Exercise your peacekeeping abilities:** Owners and managers

should look for opportunities to resolve minor issues. Continually refer back toward the team's goals and organizational values.

By using these criteria for developing your team you'll experience greater success, improved moral, enhanced customer service and more.

THE PAYOFF

Happy employees don't just improve morale. You can count on them having higher productivity, better retention rates and on doing a better job of serving external customers. As an owner or manager, you want to recognize this value and make it a top training priority. And as discussed in the first installment, happy employees equal happy external customers and happy customers (internal and external) equal a healthy bottom line.

The University of California, San Francisco's Guide to Managing Human Resources suggests some ways having a strong team can benefit your organization:

- Improved productivity & creativity.
- Team members motivated to achieve goals.
- A climate of cooperation and collaboration.
- Higher levels of job satisfaction and commitment.
- Higher levels of trust and support.
- Diverse co-workers working well together.
- Clear work objectives.
- Better operating policies and pro-

Attitude Communication Walk the Walk Fun Factor

cedures.

CONCLUSION

Building a Dream Team is an ongoing process. It takes commitment and good information to build and maintain it. When sales teams are highly functioning and free of inter-store drama and distractions, they are also highly productive. It is this level of higher productivity that puts points on the board and money in the bank.

Rene' Johnston-Gingrich is Vice President of Training Development for the Profitability Consulting Group, specializing in delivering the programs *Design Trac: Design Skills for Retail Sales People* and *Sales Trac III: In Home Selling*. Rene' has owned and operated an interior design firm for 17 years and now works with organizations to ensure they have the best possible team environment.

She served as a regular columnist

for The Lewiston Tribune Business Profile and is an adjunct faculty member of Lewis-Clark State College's Business Division. Rene' has a Bachelor of Fine Arts Degree in Interior Planning and Design and a Master's Degree in Adult Education and Human Resource Development. Questions about this article or any sales/design topic can be directed to her at reneg@furninfo.com or call her direct at 208-790-3594.

Quality BED SHEETS

INCREASE YOUR SALES!

Sell **more** with our large inventory of high quality bed sheets and bedding.

HAVING A PROMOTION?

Offer Sanders Collection® sheets as a perfect incentive for increased sales.



Prices starting at
\$9.00 a set



Js Sanders®
Collection

Call today!

845.738.4832

www.sanderscollection.com • info@sanderscollection.com

SUCCESS STORIES

Bothwell Furniture since 1904. When times get tough – the tough get going.

by Janet Holt-Johnstone

It was most probably a blustery, misty day in the mid-1800s at one of Ireland's busy west-coast port cities when Samuel Beamish boarded a sailing vessel bound for Canada, compelled by his vision of vast farming lands and enticing tales of entrepreneurial opportunities. Indeed, in the pioneer environment between 1849 and 1857, Canada was the chief focus of British railway investment amongst other speculative interests. But railways set the pace for development, opening up resource-producing areas, and railway fever had swept across the fledgling nation.

Sam settled in the right place at the right time, the northeastern corner of

Kent County, then largely Indian land, almost, it was said, "in a state of nature". It just so happened that a Scot by the name of George Brown, historically designated as one of the "Fathers of Canadian Confederation", who had arrived in Canada a few years before, was the Leader of the Reform Party in the Assembly of Upper Canada. In building his personal business portfolio in 1851, he made some ambitious investments in land, more than 4,000 heavily timbered acres which were intersected by the brand new Great Western Railway in 1854. Brown's forests supplied firewood for the London to Windsor stretch and, in 1855, the railway established a permanent wooding station around which

Brown nurtured the growth of the village of Bothwell, incorporated as a town in 1866.

Perhaps one of Brown's most important early assets was the *Globe*, now the *Globe and Mail*, Canada's most successful and influential newspaper. He used the paper to advance the Reform cause, Toronto's development and growth and to advertise for settlers to buy farm land and business sites in Bothwell and his adjacent properties. He oversaw the creation of a sawmill, grist mill, furniture factory, door and shingle plant, a foundry and a machine shop, sold those farm acreages and town lots, and built roads throughout the area. It was designed as a "region of

Ad for settlers, *Globe and Mail*, mid 1800s and the original factory taken about 1904.



"Sam's son, William Samuel Beamish and his wife Matilda Jane, also found business attractive and, in 1904, incorporated Bothwell Manufacturing Company, Ltd., a furniture and bedding facility."





Photo of the showroom in 1938, also the Bothwell warehouse in 1948 and an invoice for a \$12.50 table from that same year.

Phone 720 Night 205

Bothwell Mfg. Co. Ltd.
BOTHWELL, ONT. Nov 13 1948

M. Mrs. Emmert

| SALESMAN | SHIP | YSA | TERMS |
|-------------|------|-----|---------|
| 1 Table | | | \$12.50 |
| Paid | | | |
| No. 50021-0 | | | |

No. _____

Orders Accepted Subject to Prices Prevailing at Time of Shipment

"Bothwell's custom-made furniture flourished, and it was Fred who introduced the original retail outlet in its present location, a 5,000 square foot showroom."

frontier democracy, the pioneer farmer aspiring to independence". Sam purchased a "goodly farm", cleared the land and successfully raised crops and children and, with his wife Elizabeth, firmly established the identity and destiny of the Beamish dynasty.

The new community prospered until it was affected by a general depression in 1857-1858. And then, as such things do sometimes happen, the luck of the Irish (and the Scots) manifested itself in Bothwell. The native peoples had been aware of the existence of oil in the region long before European settlement came to the North American continent. Moravian missionaries who settled in the early 1790s had used the oil in medications and liniments. In 1793, a group of Delaware Indians took Governor John Graves Simcoe to a "spring of petroleum along the banks of the Thames River". But it wasn't until 1861 that John Lick, an American, began drilling for oil. The Civil War was raging south of the border and the demand for oil was keen. And Bothwell became a boom town!

Fortunes inevitably were made and lost. When the Civil War was over, the price of oil dropped and, beginning in 1866, members of the U.S. Fenian Brotherhood attempted to raid British Army forts, customs posts and other targets not too far from the long border, their mission to bring pressure on Britain to withdraw from Ireland. Then, in 1867, a fire devastated Bothwell's principal streets.

But the members of the Beamish family are survivors. Sam's interests surged to embrace commercial developments

on Bothwell's Main Street, by 1876, "a number of small businesses and a two-

storey hotel and livery". It's recorded in "Life of a Boomtown" by Marion Matt,

NO CREDIT CHECK

It's like having Furniture Selling

SUPER POWERS!

APPROVALS IN **60 SECONDS!**

INSTANTLY PRINT CONTRACTS FROM OUR WEBSITE!

\$2,601 INCOME/MO EQUALS \$3000 IN FURNITURE!

OPEN WHEN YOU ARE - 9AM-10PM EASTERN TIME

OKINUS

OK

800-472-1334

LEARN MORE AT... **OKINUS.COM**

BOTHWELL FURNITURE

that Sam “expanded the hotel by taking several small buildings and attached them to the hotel to provide a sample room for commercial travelers. Many stores were housed here”. And some time in the midst of all that activity, Sam found enough elbow room to serve as Warden of Kent County.

Sam’s son, William Samuel Beamish and his wife Matilda Jane, also found business attractive and, in 1904, incorporated Bothwell Manufacturing Company, Ltd., a furniture and bedding facility. Sixth generation Amanda Beamish told us, “He began making tick mattresses with a partner and a group of shareholders, starting the operation in the old Salvation Army facility. The business grew steadily during the early years and, when World War I started, the company handled a government contract for army cots as

well as distributing to hospitals and hotels across Canada. The fact is, 40 employees handmade 500,000 mattresses in four years.” No mean accomplishment!

Amanda continued, “In 1917, William Fred Beamish, son of Sam, his sister, Agnes, and his wife Ethel, joined the business with his father. In the 1930s, Fred worked at both the manufacturing facility as well as the family owned hardware store. It was at the hardware store that Fred just happened to put a handmade chesterfield in the store window. It sold immediately. A true moment of birth of the furniture manufacturing enterprise. Bothwell’s custom-made furniture flourished, and it was Fred who introduced the original retail outlet in its present location, a 5,000 square foot showroom.”

In an interview conducted in 1978, William Ross Beamish, son of Fred, his wife another Elizabeth, shared some of his early memories with Marion Matt. She asked, “Your grandfather (Sam) also had the hardware?”

Ross’s answer, “Yes. It was on the west side of the Main Street of Bothwell where the druggist is now. . . . also we had a Pontiac Buick dealership in Bothwell, our charter is still registered.”

Marion, “Can you describe for me what it was like in the hardware?”

“It was two divisions, we sold stoves on one side and furniture and appliances on the other. The hardware was on one side of the partition and furniture on the other side. There was really very little furniture that I remember, maybe six or seven pieces. In this section, we sold RCA phonographs with the horn on the side. I was very, very small but Mother (Ethel) used to bring me into the store on Saturday nights. She would put cylinders on (records came later) and

“In 1973, Ross Beamish took over the reins of the company. It was under his leadership that Bothwell combined three buildings which allowed the showroom to be expanded to over 30,000 square feet.”

View of the building as it was in the 40s and after the sixth expansion of the building in 2003.



Why Do More Independent Furniture Retailers Partner with Cory First Choice Home Delivery?

Reason #4: Safety... It's The Cory Way!

Cory safely executes over 2 million in-home deliveries each year. Our safety programs provide substantial insurance and HR savings for retailers that outsource delivery with Cory First Home Delivery. Plus, Proven 98% perfect delivery satisfaction and a commitment to worry free deliveries means your reputation is safe with us as well.



Five More Reasons To Call Cory Today

- Cory has the most modern delivery fleet
- Cory's combines leading edge warehouse and delivery technology with old fashioned work ethics.
- No matter the size of your operation, Cory becomes an extension of your business, treating it as our very own.
- We consistently deliver on our promise to provide your customers with the very best home delivery experience.

To find out how Cory can help you grow your business, call the Cory Team at 201-795-1000.

150 Meadowlands Parkway, Secaucus, NJ 07094 • patrickcory@corycompanies.com • www.corycompanies.com

This showroom housed Ethel's disc jockey set-up where she played and sold music cylinders (later records) and phonographs, too, attracting a large audience on Saturday nights.



BOTHWELL FURNITURE

play them, and people would come into the store the same as you go into Radio Shack or someplace to buy a stereo today. First thing you know, the children would have to have that recording. Pretty soon there would be a group interested and listening to the recording. Then they would find out the price of the machine and buy the machine! She was on the same level as a disc jockey!

"The radios were at the back with the battery department. People brought their batteries in on a Saturday and we ran a battery charger at the back for 50 cents a week.

"Now back in 1934-38, people didn't have much money. But we would take in a cow, take in 50 bushels of wheat. It would be nothing to see three or four cows tied up in the back. Dad sold them; he would take them in on the barter system.

"The store was open every day from 6:30 a.m. until midnight, six days a week.

"We delivered stoves and gas washing machines all over the whole country, one of the few outlets. In those days there was more respect towards each

other. It wasn't such a dog-eat-dog world. If they had a friendly gentleman's agreement between them, they would live up to it. More honourable back in those days.

"I can remember when we went to the river swimming and we'd all get together, gas for the Model T was 25 cents a gallon, and all the candy and ice cream you could eat for another 25 cents!"

Back to Amanda's story. "By the 1950s when Ross officially came into the business, they noticed it was getting to be more and more competitive with the suppliers. The larger companies were being formed, and they found they were able to buy much better than they could produce. Therefore, in 1974, the Beamish's sold the factory, and began to concentrate strictly on retailing."

In 1973, Ross Beamish took over the reins of the company. It was under his leadership that Bothwell Manufacturing Company Limited combined three buildings which allowed the showroom to be expanded to over 30,000 square feet. This involved removing walls to create one large area with suspended ceilings, recessed track and specialty lighting to give the furniture a more natural homelike setting. The transformation made it possible for all furnishings throughout the store to be placed in groupings complete with accessories and artwork.

"The warehouse was also modernized for quick access. A new employee door and encoded loading ramp permitted easier movement of goods in and out of the trucks in all kinds of weather. The back parking areas for the fleet of delivery trucks was enclosed with 10 foot high industrial fencing, increased light-

ing and security.

"In 1974, Ross's son, fifth generation David Beamish, (and my Dad) began working at the company as an after school job, stapling mattresses, sweeping up and making deliveries in the summer.

"It was in 1991 that David took over control of the company. Under David's leadership business flourished and with continuous growth, demanded a bigger warehouse facility. In 1995, a two story, 10,000 square foot distribution centre complete with shipping and receiving docks was constructed and, with this addition, the company became known for not only the quality and selection in their showroom but as well for their outstanding service department.

"The year 2004 marked our 100th anniversary and to celebrate, Bothwell Manufacturing Co. Limited added a 14,000 square foot addition to our showroom. In total, the store now covers 40,000 square feet (one whole block) making it one of southwestern Ontario's largest furniture showrooms.

"In 2005, the company transformed 14,000 square feet of their showroom into a La-Z-Boy Comfort Studio, offering a wide selection of La-Z-Boy furniture. Just recently, the company made the decision to transition the company name from Bothwell Manufacturing Co. Limited to Bothwell Furniture as a way to avoid the misconception that we were still in the manufacturing business.

"Today, Dave's management staff consists of his wife, Janet, sisters Sandra Vanderydt and Joanne McDiarmid and daughter Amanda (me!) have also entered into the business. In total, there are 10 employees in sales, service and

"It is of the upmost importance to purchase the right product – at the right time – at the right price – it all has to make sense."

Saving people time and money for 25 years...

WHEN CAN WE HELP YOU?



**"WITH GENESIS ADVANTAGE 7.0
MANAGING INVENTORY HAS NEVER BEEN EASIER!"**

**"YOU'LL LOVE THE
POWERFUL REPORTS
AND CUSTOMER
INFORMATION RIGHT
AT YOUR FINGERTIPS."**

Proudly Serving Retailers
In The USA and Canada



See us at Las Vegas Market,
Bldg. C, 4th Floor



*Find out why more than
500 furniture retailers choose
Genesis Advantage.*

*Call to schedule a demonstration or
request a free information packet.*

509-536-4739

info@genesisadvantage.com



FREE DEMO CD

COMPLETE. EFFICIENT. EASY-TO-USE. INVENTORY CONTROL & ACCOUNTING SOFTWARE FOR FURNITURE RETAILERS

- Inventory Control
- Intuitive POS Entry
- Email With Ease
- Accounts Receivable
- Customer Service
- Mailing List
- Powerful Reporting & Archives
- Accounts Payable
- General Ledger
- Payroll & Time Clock
- Automatic Backups

MAKE INVENTORY COUNTS A BREEZE!

Genesis offers complete
inventory control software and
barcode equipment packages.



WWW.GENESISADVANTAGE.COM



Amanda Beamish, provincial/national award winner, figure skating, in her role as Bothwell Ambassador, Optifest Parade, 2004.



"We treat every customer as if they are a part of our family and their confidence, satisfaction and happiness is what drives us to better our business."

delivery." We asked Amanda to enlarge on family responsibilities.

"Janet and Sandra work in administration. They work together to make sure each order is correctly ordered and transmitted, and they monitor each custom order to allow for timely delivery to the customer. Their friendly and positive attitudes are a great addition to our cus-

tomer service department as they speak to each customer directly and answer their questions as quickly as possible.

"Joanne is responsible for how great our showroom looks. She takes a passion in maintaining the store and keeps our showroom and furniture displays looking spotless. She is also one of our top sales people. Her enthusiasm and

helpful nature make her a great addition to the store.

"Our staff is largely composed of family members and I have to say this is one reason we are so successful. This company is very close to our hearts. We've grown up in this business. And with that being said, we take a real personal approach to our business. We treat every customer as if they are a part of our family and their confidence, satisfaction and happiness is what drives us to better our business. We do it for them."

Amanda tells us that she maintains the website, is "getting into sales" and obviously she fills the role of director of communications! She has spent some time of her own in the limelight, not only in her home town. She began her sporting career in figure skating at the age of five and proceeded to win a long list of awards both recreational (12 gold medals, five silver and six bronze) and in high level competition (many provincial and national championships) between 1998 and 2005. Now Amanda is a certified skating coach. She has been teaching "skaters of all ages and levels for the past six years. I teach 'learn to skate' sessions as well as private students".

We questioned the Beamish clan about their "eureka moment". The reply, "Our survival strategy since 1904 has always been 'When times get tough – the tough get going'. Our motto, 'Quality, Service and Dependability', has always given us a competitive edge

EXECUTIVE SEARCH & STAFFING FOR THE HOME FURNISHINGS INDUSTRY

from the showroom

to the board room

**CONNECTING YOU WITH PEOPLE WHO
IMPACT AND GROW YOUR BUSINESS!**



Connector
Team Recruiting

(801) 251-1557

www.connectorteamrecruiting.com

"So easy to use, it's brainless!"

Best Windows Point of Sale Software



Top Ten reasons why furniture retailers that switched, love their Custom Design Software.

1. Their old software was so complicated, sales people were still writing manual tickets.
2. They were constantly on the phone with tech support!
3. Support fees were killing their profit margins.
4. They were unable to adjust sales after they were written.
5. They were forced to write separate sales for special order and stock.
6. Had to add items into the computer before special order them.
7. Reports were too complicated to understand.
8. No real-time Quick Books Integration.
9. Had limited space for descriptions on sales orders.
10. Couldn't go onto the next month until they closed the current month.

Ten More reasons to love Custom Design Software...



Love Your Software! Call 800.884.0806

See Us In Las Vegas, RRC Building B-4th Floor

Serving retailers in the United States and Canada.

1731 Treyborne Circle, Commerce, MI 48390

www.customdesignsoftware.net • jerryk@customdesignsoftware.net



Top left to right Dave Beamish, Ross Beamish. Then, Sandra Vanderydt, Joanne McDiramid, Amanda beamish and Janet Beamish.

Ad and the first company truck, 1950s, standing beside it Arling McDonald, and Ross Beamish (father of current owner David).



Pictured in the attractive and large showroom as well known to thousands as the best place to buy furniture in the West is a modern masterpiece. It is yours the instant you enter to select our wide range of furniture and bedding built by Bothwell Mfg. Co. (Every piece made a masterpiece) But a complete range of other merchandise too!

FREE DELIVERY
Throughout
Western Ontario
Come Out — Buy
and Save!

**Made to Order — — —
At Lower Prices!**

- Chesterfield Suites
- Studio Couches
- Davenport
- Footstools
- Occasional Chairs

**DINING ROOM — —
BEDROOM — — BREAK-
FAST ROOM SUITES**

Walnut Beds, Oak and
Hard Springs, Continental
Beds and Box Springs, Child's
Crib and Infantation Beds.

**BEDDING — — All
Grades of FELT and
SPRING-FILLED
MATTRESSES**

Highest Quality Materials are the
only materials used.

BOX SPRINGS
Special size made to your
individual needs and order

Estimates
Gladly Given
For Recovering
Your
Chesterfield
Suite,
Studio
or
Mattress

One of
the Largest
Stocks to
Choose From
on Display!

Bothwell Manufacturing COMPANY
LIMITED
Custom Built Furniture and Reupholstering
Bothwell, Ontario W. F. Beamish, President

dollar and want to choose a store that offers better quality, better service and better selection with the guarantee that their purchase will be looked after from the time of the purchase to years after their delivery has been made.

"You asked if there had been a 'special time' for us, and at Bothwell Furniture we believe the turning point in the history of our operation can be dated back to 1974 when the decision was made to sell the manufacturing plant and focus strictly on furniture retail. This transition can also be counted as one of our 'eureka moments' as we came to the realization that it would be more cost-effective for the company to purchase furniture from other distributors than to manufacture our own. We had earned a reputation for building a quality product and, during the transition from manufacturing to retail, Bothwell Furniture knew that whether or not they were constructing furniture or buying it, when customers think of us they think of a quality product and that was a reputation we wanted to maintain. We are also proud to say that with over two million dollars' worth of showroom inventory, 80 per cent is constructed by Canadian manufacturers."

The question was, "the issue, cause

or policy that stands out among all others that ensured the success of Bothwell Furniture, and benefited your customers and your community?", and Amanda answered, "When people think of Bothwell Furniture we believe they think of three major company components, 'Quality Furniture, Customer Service & Dependability in the Product. They Have Purchased'. We believe our customers can feel confident in our company from the moment they enter our store to long after their delivery has been made. All the steps in the process of the sale are equally as important to us, and customer satisfaction is our number one priority. Our management consists of established, long-term employees who enjoy what they are doing and work together to ensure the customer is more than satisfied with their purchase. Bothwell Furniture proves that our company does more for you by providing free set-up and blanket-wrapped delivery, a 10,000 square foot warehouse facility, on-site repairs and a customer service team willing and able to answer any questions or concerns our customers may have. We believe that the memory of the experience will bring our customers back time and time again. Our concern and desire to please our

Visit High Point's Furniture Library

Do Research - Conduct Meetings & Seminars - Buy Furniture/Design Books

LOVE FURNITURE DESIGN? Visit <http://www.furniturelibrary.com/connect>



Top to bottom renovation makes the Bernice Bienenstock Furniture Library ready for research, industry meetings, design events and seminars.



BIENENSTOCK
FURNITURE LIBRARY

1009 North Main St., High Point, NC
336-883-4011

E-mail: info@furniturelibrary.com

Available For Meetings & Seminars

PLASTIC

Window Signs

LOOK FABULOUS YEAR AFTER YEAR!

AS LOW AS
\$39

Guarantee your furniture store windows will always look attractive to home furnishings customers! Signs4Retail's **EXTREME DIGITAL PRINTING** process with UV-protected, fade-resistant inks on 38" x 50" non-rip plastic guarantees these big, bright, attention-getting signs will attract attention from passers-by for years. Won't tear or fade like cheap, paper signs! Stock home furnishings-specific designs are printed on-demand for fast 48-hour shipping! New 2-sided window signs also available.



#W-MAT



#W-TMS



#W-SOFA



#W-SALE2



#W-FLOOR



#W-GRO



#W-YES



#W-FURN

furniture
WORLD

914-235-3095 • Fax 914-235-3278
www.furninfo.com/Store • sales@furninfo.com

Plastic Window Sign Prices SIZE 38" x 50"

| Quantity | 1 | 2+ | 4+ | 12+ |
|----------|----------|----------|----------|----------|
| 1-sided | \$52 ea. | \$45 ea. | \$41 ea. | \$39 ea. |
| 2-sided | \$75 ea. | \$68 ea. | \$64 ea. | \$59 ea. |



Suction Cup-Clamps
Hold Signs Tight To
Glass! Only \$14/Dz
*RECOMMEND USING
4 PER SIGN.

customers has been one of our key factors for surviving 108 years under the same family – it's in our history and will be prevalent in our future."

When we think back to Amanda's great grandmother Ethel, the forward-thinking disc jockey, a promotional wizard long before her time, we have to recognize the family's in-born marketing instincts! Amanda believes, "Our most successful promotion was our 100th Anniversary sale. We had a lot of give-a-ways – we gave out a whole living room for one raffle! We raffled off a lot of furniture during this promotion as a way to thank our customers for helping us achieve this milestone. This promotion was unlike any other we have ever had as it was a 100 years in the making!"

Bothwell is a busy town and centre of new growth, and Bothwell Furniture is "very passionate about outreaching and supporting our local community. We believe that it is important for our business to support local organizations." Their involvement includes "the local Bothwell Figure Skating Club, the local hockey teams, (Bothwell Minor Hockey League), local school (Zone Township Central School), and the United Way. And we lend out our delivery trucks for local events like the Old Auto's Car Show," she told us.

The future? "We have established ourselves as a quality destination store, selling quality furniture at affordable prices, and we want to continue that legacy into the future. We are here to service our customers – the customers come first, therefore, we will continue to

"It would be nothing to see three or four cows tied up in the back. Dad sold them; he would take them in on the barter system... The store was open every day from 6:30 a.m. until midnight, six days a week."

listen to their wants and needs into the future.

"If we feel that our customers would like the option to online shop – we will make that happen for them. We are willing to grow with the times but we will always remember our history and what Bothwell Furniture has become known for and bring that legacy into the future."

Note: At some point Furniture World readers might have become curious about the use of the name "William" in each generation. Explained by Amanda, the first born son has traditionally been



left to right Janet Beamish, Dave Beamish, Ross beamish, Joanne McDiramid, Amanda beamish, Sandra Vanderydt.

given this name. Her father, David, now owner of the family business, is Ross and Elizabeth's second son. (Number one is William Douglas Beamish, a lawyer who practices in Toronto.)

We are grateful to Marion Matt, author, entrepreneur, 1995 to 1998 Reeve of Bothwell, for her generous and warm contribution to the history of the Beamish family and the town of Bothwell. We have quoted from her 1978 interview of Ross Beamish to be found in her "Life of a Boomtown – A Pictorial History of Bothwell", and most of the photographs, both vintage and current, are contained in that same volume. Many thanks, Marion!

More information about Bothwell and district's early history was extracted from an article entitled "Bothwell and Kent's First Oil Boom" by journalist Victor Lauriston, 1881-1973.

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 10/08/12 | Principal Stockholder: Russell Bienenstock |
| 4. Issue Frequency: Every other month | 1353 North Ave., New Rochelle, NY 10804. |
| 5. No Issues/Yr. - 6 | |
| 6. Annual Subscription Price - \$19 per year | 11. Bondholders - None. |
| 7. Mailing Address: 1333A North Ave., #437 | 12. Tax status has not changed during preceding 12 months. |
| New Rochelle, NY 10804 | 13. Publication Title: FURNITURE WORLD |
| 9. Publisher: Barton I. Bienenstock - Address as above. | 14. Issue Date for Circulation Data Below: Sept/Oct 2012 |
| Editor/ Mng. Editor: Russell Bienenstock - Address above. | |
| | Avg. #copies prev. 12 mo. No. copies issue 8/11 |
| 15a. Total No. Copies (Net Press Run): | 26,363 27,699 |
| 15b.(1) Individual paid /requested: | 11,260 12,328 |
| 15b.(2) Copies requested by employers: | - - |
| 15b.(3) Sales through dealers and carriers, etc. | 655 709 |
| 15b.(4) Requested copies distributed by other: | |
| 15c. Total Paid and/or Requested Circulation: | 11,915 13,037 |
| 15d.(1) Nonrequested copies: | 8,163 7,145 |
| 15d.(4) Total nonrequested copies distr. outside the mail: | 4,428 5,011 |
| 15e. Total nonrequested distribution: | 12,591 12,156 |
| 15f. Total distribution: | 24,496 25,193 |
| 15g. Copies not distributed: | 1,867 1,506 |
| 15h. Total (sum of 15f & g): | 26,363 26,699 |
| 15i. Percent paid and/or requested | 48.6 51.7 |

Subscribe! FURNITURE WORLD Magazine

Six powerful issues. In-depth articles help retailers boost sales, cut costs and identify opportunities.

**Subscribe at
www.furninfo.com.**



NEW Sale Tags!

BOOST HOME FURNISHINGS SALES

- ✓ Proven-effective messages! ✓ Bright, vivid colors!
- ✓ Sturdy 10-pt card stock! ✓ 3 sizes available! ✓ In stock for 24-hour shipping!

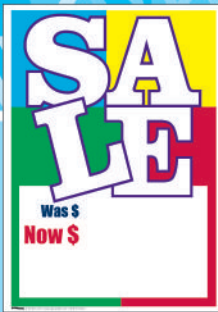
View more tags: furninfo.com/store



#T-FURN



#T-SALE



#T-SALE2



#T-SALE3



#T-MAT



#T-RECL



#T-DS



#T-FLOOR



#T-HO2



#T-XMAS



#T-WW



#T-SPRING



Tag Gun Kits are the quickest and least expensive way to tag upholstery!
Kit includes: 1 sturdy HAWK™ Gun Kit, 5 Needles and 5,000 Barbs. \$59



Vinyl Envelopes protect your tags. Heavy-duty 10-mil vinyl. Reinforced hole. As low as 47¢ each!



Unbreakable Plastic Tag Holders stand tags up and get your low prices noticed! As low as \$2.50 ea!



#T-OUR



#T-ENT

Sale Tag Prices

(packs of 100)

5" x 7" tags have drilled hole and slit for easy hanging. 3.5" x 5" and 8.5" x 11" tags have drilled hole only.

| Size | 1 pack | 6 packs | 12 packs |
|------------|----------|----------|----------|
| 5" x 7" | \$18 ea. | \$16 ea. | \$15 ea. |
| 3.5" x 5" | \$13 ea. | \$11 ea. | \$10 ea. |
| 8.5" x 11" | \$30 ea. | \$27 ea. | \$26 ea. |

UPS shipping additional.
99% of all tag orders ship within 24 hours.

Plastic Window Signs Look Good Year After Year!

- ✓ Non-rip! ✓ Non-fade!
- ✓ Bright, vivid colors! ✓ Large 38" x 50"!

Specific Home-Furnishings Messages in stock for 48-hour shipping include:

- Furniture Sale
- Furniture Warehouse Sale
- Mattress Sale
- Storewide Furniture Clearance
- Sofa Sale
- Truckload Furniture Sale
- Recliner Sale
- Financing Available
- Dinette Sale
- and more!

AS LOW AS \$39 EA!

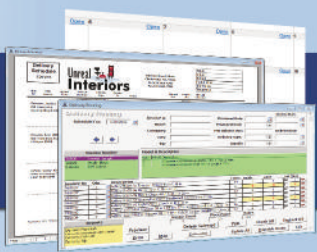


furniture
WORLD

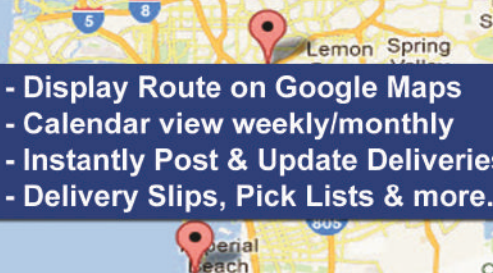



914-235-3095 • www.furninfo.com/Store
sales@furninfo.com • Fax 914-235-3278

Experience the Magic of Furniture Wizard

The jobs you do everyday made **FAST** and **EASY**!




- Display Route on Google Maps
- Calendar view weekly/monthly
- Instantly Post & Update Deliveries
- Delivery Slips, Pick Lists & more...

Spend more time with your customers and less time on ashleydirect.com

- Instant Stock Availability
- Electronic Purchase Orders
- Your Ashley sku's and pictures preloaded

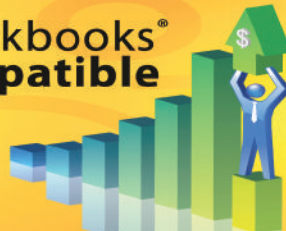



The First **Full Circle** Website Solution

- ★ Create an item in Wizard, Put it on the web with iFurniture
- ★ Collect the orders from the web with Wizard to finalize the sale
- ★ Merchandise your website like you merchandise your showroom



Quickbooks® compatible



Easily exports data directly to Quickbooks®

Barcode Solutions That Work!

- Point of Sale
- Inventory
- Receiving



Bluetooth Wireless Scanner
up to 300 ft. range

Powerful Portable USB Mini Scanner
Your sales staff will love them!

FURNITURE WIZARD

SOFTWARE



Call for FREE Demo CD or Live Demonstration.

619.869.7200

Seeing is believing!



Visit us at the Las Vegas Furniture Market
World Market Center
Retail Resource Center Bldg C - Suite. 448

PHONE: 619.869.7200
FAX: 619.869.7210
furniturewizard.com



Point of Sale PERFECTED


The digital wireless solution for increasing sales, boosting profits and impressing your customers. Eliminate endless trips to catalog stations, spend more time with your customers.

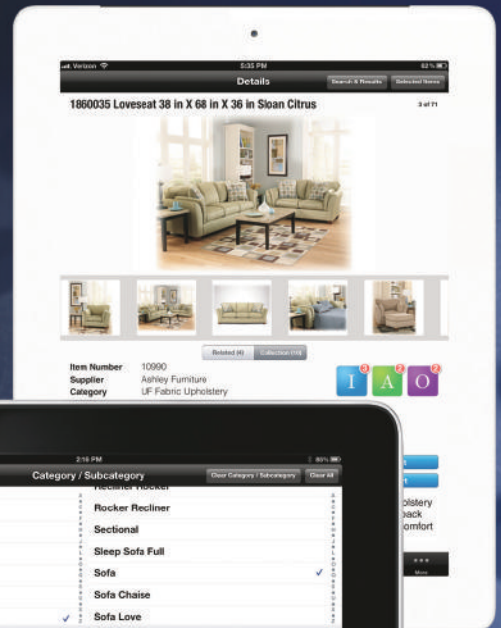


TAP • SWIPE • SELL



Available on the
App Store

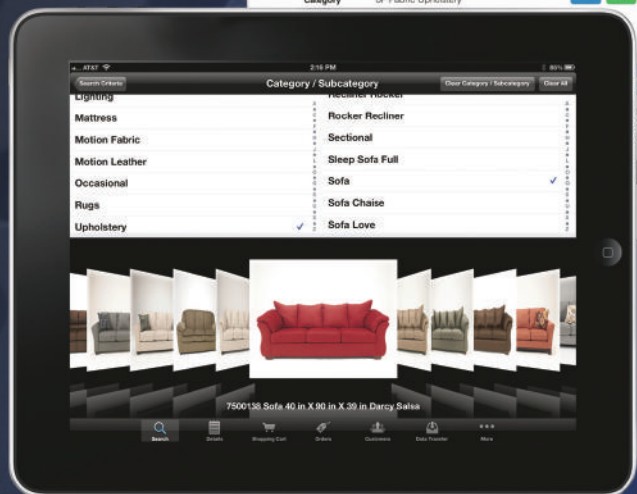
- Empower your sales associates!
- Enhance the in-store experience!
- Increase average sales!
- Check Ashley availability instantly!
- Optional  Bluetooth™ scanner!
- Works anywhere!



**W★FURNITURE
WIZARD**
SOFTWARE

www.furniturewizard.com

(619) 869-7200



ADVERTISER & DESIGN EDITORIAL INDEX & CONTACT INFORMATION

| COMPANY | TELEPHONE | EMAIL | PAGE# | COMPANY | TELEPHONE | EMAIL | PAGE# |
|---------------------------|-----------------------|----------------------------------|------------|------------------------------|--------------------|---------------------------------|-------------------|
| 3Dream.net | 800-449-9984 | info@spaceplanning.com | 13 | Karel Expositions | 305-792-9990 | info@kemexpo.com | 12 |
| Arc Way Trolleys | 800-263-1338 | mail@bordertownwire.com | 36 | Klaussner | 888-732-5948 | lburke@klaussner.com | 46 |
| Ashley Furniture | | www.ashleyfurniture.com | 3,4,5 | Loloi Rugs | 972-503-5656 | hdamavandi@loloirugs.com | 41 |
| BDI | 800-428-2881 | info@bdiusa.com | 42 | Mega Motion | 800-800-8586 | dvalkanoff@pridemobility.com | 18 |
| Bolger Group Consulting | 740-503-8875 | dbolger@bolgergroup.com | 49 | Mexico Int'l Furn. Market | +52(33)3343 3400 | expos@afamjal.com.mx | 31 |
| Borkholder | 574-773-4083 | nkline@kountrywood.com | Cover 1, 1 | Nationwide Marketing Group | 336-722-4681 | Jamesm@nationwidegroup.org | 11 |
| Bush Furniture | 800-727-2874 | markweppner@bushindustries.com | 43 | NIWA Furniture Expo. | 260-768-7878 ext.2 | niwa@furninfo.com | 39 |
| Connector Team Recruiting | 801-251-1557 | bill@connectorteamrecruiting.com | 58 | Nouveau Concept | 800-465-0716 | info@nouveauconcept.com | 10 |
| Cory Home Delivery | 201-795-1000 | patrickcory@corycompanies.com | 55 | Ohio Hardwood Furn. Market | 877-643-8824 | | 29 |
| Country View Woodworking | 330-674-1390 | rmiller@cvwld.com | 23 | OKINUS | 800-446-0970 | cbrown@okinus.com | 53 |
| Crinar | 418-834-4440 | christian@crinar.com | 29 | Omnia Leather | 909-393-4400 | anthony@omnialeather.com | 9 |
| Custom Design Software | 800-884-0806 | jerryk@customdesignsoftware.net | 59 | Planned Furniture Promotions | 800-472-5242 | tliddell@pfpromotions.com | inside back cover |
| Diakon | 703-530-0677 | dgreen@diakonlogistics.com | 30,64 | PROFITSystems | 866-595-9376 | info@profitsystems.net | 31 |
| Dutailier Furniture | 800-363-9817 | davidf@dutailier.com | C4 | Slit Tags | 914-235-3095 | russ@furninfo.com | 63 |
| Elran | 800-361-6546 | erica@elran.com | 42 | Source Outdoor | 305-630-8950 | jim@sourceoutdoor.net | 46 |
| Flex-A-Bed | 800-648-1756 | info@flexabed.com | C2 | Store Signs | 914-235-3095 | russ@furninfo.com | 61 |
| Furniture Library | 336-883-4011 | info@furniturelibrary.com | 61 | STORIS | 888-478-6747 | sales@stori.com | 15 |
| Furniture Team | 717-361-7858 | pete@furnitureteam.com | 32 | Surya | 706-625-4823 | satya.tiwari@surya.com | 6-7 |
| Furniture Wizard | 619-869-7200 | marty@furniturewizard.com | 64,65 | TD Retail Card Services | 732-290-0121 | parnespr@optonline.com | 35 |
| Galt Display Rack | 800-461-3892 | Jason@galtdisplayrack.com | 49 | TruckSkin | 877-866-7546 | joe@truckskin.com | 19 |
| Genesis Software | 509-536-4739 | crystal@genesisadvantage.com | 57 | UltraSales | 303-530-5366 | lmullins@ultrasales.com | 21 |
| HFIA | 800-942-4663 | info@hfia.com | 24 | Via Furniture | 514-648-4440 | via@viafurniture.com | 16 |
| Horizon Home | 602-447-6000 | orozco1129@aol.com | 44 | Wallbeds | 800-934-6711 | wallbeds@surewest.net | 37 |
| Huppe | 819-758-1529 ext. 225 | jfnolin@huppe.net | 45 | West Bros Furniture | 828-773-2005 | thavorsen@westbrosfurniture.com | 46 |
| Jaipur Rugs | 404-351-2360 | info@jaipurrugs.com | 33-34 | World Market Center | 702-599-9621 | cdonera@lasvegasmartcenter.com | 17 |
| JS Sanders | 845-378-4832 | info@sanderscollection.com | 52 | | | | |

ON THE FENCE WITH YOUR CURRENT IN HOME DELIVERY OPTIONS?

**MAKE THE RIGHT CHOICE AND PARTNER WITH
THE LEADER IN HOME DELIVERY- DIAKON LOGISTICS**

Diakon Logistics, your dedicated residential home or B2B, last mile,
white glove solution. Serving the United States and Canada.



Visit Us At The Las Vegas & High Point Markets
in the Retailer Resource Center.

The difference is in the details
703.530.0677, ext. 215
www.diaonlogistics.com



PFP CUSTOMERS SAY IT BEST!



STACKS FURNITURE OUTLET

"They (PFP) did an outstanding job, and did everything that they were contracted to do and then exceeded that. Our sales were far better than we budgeted. ...their integrity is second to none. I would highly recommend PFP..."

Richie Carter, CFO, Stack's Furniture Outlet, Pelham (Birmingham), AL

Farmhouse

FARMHOUSE

"They more than met our expectations. We are very hard to please, and they were outstanding in every way. We were very happy with everything, and we would definitely recommend them to anyone."

Suzanne Stubbs, Farmhouse, Glenwood Springs, CO



GRAFFIS FURNITURE

"They sent the sales manager who.. was absolutely spectacular. The people he brought in to aid with the sale were also spectacular. I could not be more pleased. We exceeded what we had expected as far as monetary gains. There were no high spots, low spots...it was just a very smooth, consistent process. I would definitely recommend PFP."

Tom Vander-Hayden, Graffis Furniture, South Bend, IN



KAY FURNITURE COMPANY

"I can honestly say that in the end I have no complaints... The planning and execution was incredible. Brandon and the PFP staff exceeded my expectations by delivering everything they promised, THE BOTTOM LINE!"

Frank Thomas, Kay Furniture Company, President, Kansas City, MO



LAM LEE HOME COLLECTION

"They did a good job in allowing us to get out of the building and the inventory clean with money. We thought it was a good marriage between two companies trying to take care of business. I would recommend them to anybody..."

John Reinhart, Lam Lee Home Collection, Merchandise Manager, Dallas, TX



Listen to our clients on our website and hear what they have to say about PFP. Visit www.PFpromotions.com to learn more.



#1 In High Impact Events
Make that first step. Call or Click today!

800-472-5242
www.PFpromotions.com

In di c
s
Fr
as v
situa
critic
mana
Beaus
huge big
coordin
within b
lost our
I can h
whole
exceed

GET INSPIRED!

INSPIREZ-VOUS!

Canadian Made
Wood
Innovation
Design

100%

Fabriqué au Canada
Bois
Innovation
Design



Dutailier's new Urban gliding chair



Visit us at The Toronto Show
booth 3301- Hall 3 or High Point, IHFC

299 Chaput, Saint-Pie, QC Canada J0H 1W0
T. 1 800 363-9817 F. 1 888 230-2403
info@dutailier.com www.dutailier.com



DUTAILIER 