

# Smarter Showrooms:



THE SECRET TO SELLING  
**MORE** FIREPLACES

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## A Tale of Two Showrooms

When customers walk into the average hearth showroom, they often see the same set of problems. Instead of a thoughtful layout, they encounter a maze of crowded displays that force them to zigzag through the space. Instead of a carefully curated selection, they face an overwhelming collection of outdated units and accessories that feel more like inventory overflow. Instead of compelling product stories, they see faded signage with outdated information. Instead of a clean, inviting space, they find dusty displays, broken remotes, and showroom models that look more neglected than inspiring. Instead of feeling guided and excited, customers feel lost and indifferent—uncertain about what to focus on and uninspired to make a purchase.

In contrast, customers experience something completely different when they walk into an effective showroom. Every element is intentional—from the layout that guides them seamlessly through the space to the carefully curated product selection that highlights solutions instead of creating confusion. Instead of clutter, there's negative space that helps customers focus. Instead of outdated signage, there are clear and compelling product stories. Instead of broken remotes and dusty displays, everything is clean, functional, and inviting. Simply put, a great showroom doesn't just display fireplaces—it helps customers envision new hearths in their homes.

# TELL PRODUCT STORIES

# SIMPLIFY CHOICES

Yet too many retailers think of their showrooms as warehouses that are open to the public: places where customers can come, browse, and (hopefully) buy. But that mindset misses a critical opportunity. Because a showroom isn't just a place to display fireplaces; it's a sales tool that can help customers make confident buying decisions.

The difference between an average showroom and a great showroom isn't how many products it has; it's how well it's designed to guide customers through the buying journey. The most effective showrooms simplify choices, tell compelling product stories, and reinforce credibility by maintaining a pristine, organized space. In doing so, they become more than just public storage spaces—they become powerful sales tools.

If you're ready to design a smarter showroom that sells fireplaces for you, then read on—because this article will teach you to:

- Design your showroom with intention (so it guides customers instead of overwhelming them).
- Use every product display to tell a story (so customers feel more confident in their decisions).
- Keep your showroom pristine (so it reinforces credibility and builds trust).

Let's dive into each one of these now, starting with showroom design.

## Designing a Showroom That Sells

Many hearth retailers assume that the more products they display, the better their showrooms will be. After all, customers want options, right? In reality, an overcrowded showroom doesn't create clarity—it creates confusion. When customers walk into a space that's jam-packed with fireplaces, stoves, and accessories, they don't know where to start. Instead of helping them make confident buying decisions, a cluttered showroom overwhelms them with too many choices and no clear direction. And when customers feel overwhelmed, they tend to hesitate, overthink, and walk away without making a purchase. The good news? You can prevent confusion and indecision in your showroom by thinking about the customer's buying journey and using negative space.

The best showrooms aren't the ones with the most products—they're the ones that are intentionally designed around the customer's buying journey. Most customers fall into just a few key categories, and a well-structured showroom should reflect that. Instead of placing products randomly, retailers should group displays based on the types of projects customers typically need solutions for—whether it's new construction, a fireplace remodel, an insert installation, or a freestanding stove upgrade. This way, customers immediately see which section applies to them, eliminating confusion and creating a natural flow. Within each section, products should be organized using a good, better, best model, making it easier for customers to compare features and pricing. This structure helps them make confident decisions while allowing salespeople to build value by demonstrating the benefits of each level. A showroom that follows this approach doesn't just display products—it guides customers seamlessly through their buying journeys.

One of the simplest yet most effective ways to create a sense of flow is by embracing negative space. Instead of filling every inch with products, a showroom should give customers room to breathe, step back, and take in what they're seeing. Open space isn't wasted space—it's a strategic tool that directs attention to what matters. When products are carefully curated rather than crammed together, customers can actually focus on the details of each unit. They can imagine how the fireplace would look in their homes, visualize how it would complement their spaces, and—most importantly—move toward buying with confidence.

At its core, showroom design isn't just about aesthetics—it's about psychology. A showroom that's cluttered and chaotic makes customers feel overwhelmed and uncertain. A showroom that's clear and intentional helps customers feel focused and confident. When a showroom is designed to reflect how customers actually shop, it stops being a product warehouse that's open to the public and starts becoming a powerful sales tool instead.



replicate  
real-life installations

# embrace negative space

## Showcasing Products With Purpose

Once a showroom is intentionally designed to guide customers through the space, the next step is making sure every product on display serves a clear purpose. Too often, hearth retailers treat their showrooms like collections of disconnected products—random fireplaces, stoves, and inserts placed side by side with little thought about how they relate to each other or to the customer. But customers don't buy products; they buy solutions. As a result, a showroom should help them visualize how any given fireplace will fit into their homes and solve their problems. The best way to do that? Ensure every product in the showroom tells a compelling story—one that connects with customers on a deeper level and makes their decisions easier. That may sound complicated, but it's actually simple, and you can make it happen by crafting intentional product displays and teaching salespeople to tell the stories that sell.

For starters, a well-designed showroom display does more than showcase a product—it brings it to life. Instead of placing a row of fireplaces against a blank wall, retailers should build displays that replicate real-life installations. That means integrating fireplaces into mock living spaces, pairing them with furniture, and using décor to create an inviting atmosphere. A linear gas fireplace installed in a sleek modern setting tells a different story than a cast-iron wood stove nestled in a rustic cabin scene. When products are staged intentionally, customers can see themselves using them, which moves them closer to buying.

But great product stories don't just come from showroom displays—they also come from salespeople. The most effective sales teams don't just list technical specs or pricing details; they paint a picture of how a product will enhance customers' lives. That might mean explaining how a high-efficiency wood stove can reduce heating bills in the winter or how a zero-clearance gas fireplace allows homeowners to create a cozy focal point in their living room. When salespeople focus on the *why* behind a

product—why it solves a problem, why it fits a customer's needs—it transforms the conversation from a simple transaction into a meaningful experience.

At the end of the day, customers aren't just looking for a fireplace—they're looking for the warmth, style, and comfort it brings into their home. A showroom that uses intentional displays and compelling product stories doesn't just showcase fireplaces—it gives customers the clarity and confidence they need before buying.

## Building Credibility Through Care

Even the best-designed showroom that's filled with the most compelling product displays can lose its impact if it's not well-maintained. A showroom that's dusty, cluttered, or full of broken remotes and non-functional fireplaces doesn't just look bad—it actively erodes customer trust. When customers walk into a space that feels neglected, they subconsciously question the professionalism and reliability of the business itself. After all, if a company doesn't take care of its own showroom, how can customers trust it to take care of their installation or service needs? That's why showroom maintenance isn't just about aesthetics—it's a key part of building credibility and closing sales, which can be done by ensuring every product is fully operational and using checklists to keep everything clean.

Customers expect every product in a showroom to work as it would in their home. When they pick up a remote, they assume the fireplace will turn on. When they walk up to a wood stove, they expect to be able to open the door and examine the firebox. When they see a gas log set, they want to watch the flames flicker realistically. If a customer tries to engage with a product and it doesn't function properly, it plants a



“Is your  
showroom  
working  
for you or  
against  
you?”

seed of doubt. Even if the issue is minor—like a dead battery in a remote—customers may start wondering whether the company pays attention to details. If multiple products are broken or poorly maintained, that doubt grows, and customers may begin second-guessing whether they want to make a purchase at all. That’s why showroom upkeep must be a daily priority. Every unit should be tested regularly, remote batteries should be replaced before they die, and damaged or outdated products should be repaired or removed. When everything in a showroom works seamlessly, it reassures customers that they’re in capable hands.

Beyond functionality, overall showroom cleanliness plays a major role in shaping customer perceptions. A showroom with dusty displays, smudged glass, and cluttered corners doesn’t inspire confidence—it creates hesitation. Customers might not consciously think, *This place is messy, so I don’t trust them with my fireplace installation*. But on a deeper level, that’s exactly what’s happening. A clean, well-organized showroom sends a powerful message: “We care about quality, and we pay attention to details.” That’s why successful hearth retailers implement structured cleaning routines. A designated person (or team) should be responsible for showroom upkeep, using daily and weekly checklists to ensure that every unit is spotless, every surface is dust-free, and every element of the showroom is in tip-top shape.

Ultimately, showroom maintenance is about more than just appearances—it’s about building confidence. When customers step into a showroom that’s clean, functional, and thoughtfully maintained, they don’t just see products; they see a company that takes pride in its work. That’s why a pristine showroom doesn’t just look good—it demonstrates professionalism, builds trust, and makes customers feel confident about doing business with the company in question.

## The Ultimate Sales Tool

In short, a showroom isn't just a place to display fireplaces—it's a powerful tool that helps drive sales. When a showroom is cluttered, confusing, or dirty, it creates hesitation. But when it's thoughtfully designed, purposefully staged, and meticulously maintained, it guides customers through a seamless and enjoyable buying journey—one that moves them from uncertainty to action.

That's why the most effective showrooms don't overwhelm customers with endless choices; they simplify decisions by offering clear, curated selections. They don't just showcase products; they tell compelling stories that connect with customers on an emotional level. And they don't just look clean; they reinforce credibility by demonstrating attention to detail in every aspect of the customer experience.

Given all that, here's a final question to con-

template: Is your showroom working *for you* or *against you*? If it's not helping you close more sales, it's time to rethink your approach. Take a step back, evaluate your space, and start making small but meaningful changes.

If you're wondering where to start, consider getting rid of outdated, ugly, or random displays first. This will do wonders to reduce clutter, create negative space, and ensure every product has a purpose. Then, choose your top five sellers and collaborate with your sales reps to craft compelling stories about these products. Finally, work with your grounds and warehouse team and sales staff to create a series of checklists that detail the daily, weekly, and monthly showroom tasks.

Because when your showroom is designed with intention, it becomes more than just a display space—it becomes the ultimate sales tool.

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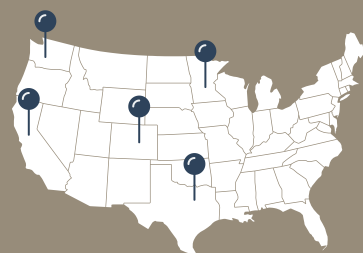
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