



New Showroom Questions

1. How many showrooms are already operating in my area?

- Is the market oversaturated with showrooms?
- What is the reputation of the existing showrooms?
- How far away would your showroom be from existing showrooms?
- Does it make sense to pursue a showroom?

2. Location Considerations

- Is it a safe place for customers to visit?
 - If No, find a new location.
 - If Yes, proceed with check list.
- Can you vent product out the roof or wall?
 - If No, find a new location.
 - If Yes, proceed with check list.
- Gas availability?
 - Is NG available?
 - If LP, where will you place the tank?
 - How do you route the gas line inside the building?
- Consider Lighting
 - Too much Natural light can wash out electric and gas flame pictures,
 - Consider retractable window shades and multiple lighting circuits that can be dimmed.
- Does not need to be in a high traffic area with visibility, especially if you do not sell BBQ and Grill product. Industrial areas are acceptable.
- Is there parking space for customers?
- Is there room for an onsite warehouse and offices?
 - Best to keep everything together if possible.
 - Depending on your area, off-site storage might be needed.
 - Depending on your area, off-site offices might be needed.
- Can semi-trucks easily get in to deliver off product?



3. How do you staff a showroom properly?

- The person needs to be **TRAINED** in Sales. Utilize your Sales reps for this.
- Ideally, need at least one person there during posted hours.
- What other tasks can a showroom staff person do when not working with clients?
 - Check in shipments
 - Work on proposals
 - Answering phone calls
 - Schedule future site visits
 - Work to establish relationships with building professionals
 - Architects
 - Designers
 - Historical Restoration Specialist
 - Custom Builders

4. Should I be appointment only?

It depends on how busy you are, your marketing strategy and what your region supports. If you are not marketing your showroom, it doesn't matter. Remember, a Hearth Showroom is a Destination store. No one comes to a Hearth Showroom without intention. They might not have called ahead, but they made a decision to come in.

5. When do you choose products lines?

After you have established your story and price ladder. Brand names are less important than being an expert on a Brand. Brands can come and go. Just because a Brand is locked out now doesn't mean it will be locked out a year from now. Do not get offended if you can't get a certain brand. Keep your options open and do not burn bridges.

6. Maximize your Showrooms layout

- Avoid double stacking Gas ZC fireplaces if possible.
- If you must, double stack Gas Inserts before ZC
- Double stacking electric fireplaces is acceptable, but not to high.
- Avoid non-operational Gas Displays.

6. How do you plan venting for so many units?

Avoid power venting and common venting if possible. It's expensive. Not all units are certified to be used with a power vent, and no units are intended to be common vented. Consider HVAC roof curbing combined with chase tops with multiple holes for venting. Individual venting is the best option for venting a product. Install appliances like they are intended to be installed in the home for best operation.



7. Who should I involve in the process?

Consult your Sales reps, other showroom owners and other industry experts. There is plenty of industry knowledge out there if you reach out. Someone is willing to talk. Especially if it is outside your immediate service area. Visit showrooms outside of your immediate area for design ideas.

8. Budget

How much money can you afford to invest in your showroom? Stick to the budget. Things will come up that you did not think about. So have reserves. You don't have to spend a fortune.

9. Should I install signage and post pricing?

Yes. Signage directs and educates the customer, especially if you are with another customer and cannot attend to them immediately. They should clearly break down the different types of products using language the average customer can understand. Not industry jargon. Pricing should be a range, not specific.



Price the fireplace as a package with average installation included. Make it clear that venting and other factors can influence the final price. This reinforces the need for the In-Home Appointment.

- Types of Installations
 - Gas Log Sets
 - Gas Inserts/Existing Fireplace
 - Gas New Construction/Renovation
 - Wood Inserts/Existing Fireplace
 - Wood Stoves
 - Wood Fireplaces – New Construction/Renovation
- Pricing **range** for models displayed.
 - From unit with least expensive options to unit with most expensive options
 - Labor Range – not exact
 - Example
 - Average Price Installed - \$XXXX.00

10. What are Showroom Execution Checklists and what do they track?

Showroom Execution Checklist are tools to help you keep track of metrics that can be used for future marketing and to stay on top of daily/weekly/monthly tasks associated with your showroom maintenance.

- Weekly Traffic Counter
 - Door swings, product interest, how they found you
- Customer Understanding Form
 - questions to help understand the problem
- Daily Showroom Check List
 - what needs to be done EVERY day before opening. Dusting, cleaning the bathroom, restocking brochures, turning displays on/off, lighting a wood stove, etc.
- Easy On the Spot Estimate Solution
 - always provide a Estimate to the customer before they leave the showroom or before you leave their home
- Repeatable Sales Process
 - Every salesperson follows the same process with every customer