



Showroom Transformation Check List

1. Audit your current marketing: Are you telling people you have a showroom?
 - Are you utilizing FREE marketing tools?
 - Facebook
 - Instagram
 - Is your website user friendly and easy to navigate?
 - Are you utilizing short form video?
2. Evaluate your product count: Less is often more.
 - Too many products can cause confusion
 - Too many products can appear crowded
3. Review your price ladder: Does it tell a clear story?
 - Good
 - Better
 - Best
4. Train your team: From order-takers to in-home visit earners
 - Leverage your Sales Reps to train your staff to be experts.
 - Ensure your Sales process includes “The In-Home Visit”
5. Remember: Simple + Thoughtful = Winning
 - Create a space that encourages comfort, conversation and lingering.