



LEADERS HOLDING CO.<sup>TM</sup>

Est. 1971

## Training Points at Store

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## Who We Are

Leader's Holding Company does not have huge showrooms. The average size is 7,200 Sq. Ft. What we do have is more options than anyone and consistent high quality at value price fast that can be mixed and matched. These competitive advantages give you powerful tools to curate a unique space that exceeds expectations for every client with confidence. Just one of our Vendors has 25,000,000 combinations. Combine two vendors and you have 625 trillion options to make a designed custom look.

## First Impressions

### Parking Lot

- ✓ Check for trash and debris
- ✓ Landscaping – need mulch or hedges trimmed?
- ✓ Reader board (if applicable) changed monthly to match monthly promo
- ✓ Outdoor displays (if applicable) need straightening and to be maintained
- ✓ Window displays- Have grouping, or accessory pairings facing outward
- ✓ Glass should be clean and free of finger-prints
- ✓ Both Front doors unlocked-open. Open signs on
- ✓ Rainy/Overcast Day? Turn the Awning & Lights on- Stay noticed!
- ✓ Want to be an expert and learn more
  - Landscaping and Curb Appeal
    - R:\8 About Store Procedures\ 8.24 Landscaping & Curb Appeal Check List
  - Window Cleaning
    - R:\8 About Store Procedures\ 8.25 Windows Check List

### Entrance Area

- ✓ Displays clean, recovered, and crisp
- ✓ Sight lines to focal points
- ✓ Unobstructed view of the cash wrap

### Cash Wrap

- ✓ Professional, organized, neat, and clean to instill confidence in our guests
- ✓ Tools stocked and organized for fast transactions
- ✓ Add-ons merchandised, tagged, and generously stocked to show fullness and availability

## Showroom Floor

- ✓ Visual
  - Displays straight
  - Tags up to date and properly placed
  - Fabric wall organized
  - Selling tools clean, fresh and in position
  - All lighting in repair and track lights aimed
  - Floor clean and swept
  - Table top displays straight and thoughtful
  - Slat wall full and displayed in collections
- ✓ Time and Material
  - Extruded vs Cast
  - More bends, more welds, more money
  - Width of wicker: wider, easier to weave, narrower wicker, longer to weave = more money
  - Table tops
    - Glass: Good \$
    - Aluminum: Better \$\$
    - Stone and Tile: Best \$\$\$
  - Dimensions of cushions – Bigger equals more cost
  - Umbrellas
    - Size – Bigger = more money
    - Mechanism – push button vs crank tilt vs color tilt. More automated = more money
    - Olefin vs acrylic – better fabric = more money

## Heads-up Selling

Our product selection displayed on the showroom floors is selected to mix and match. When working with a guest, do not get tunnel vision. Use the entire selling floor to find solutions to create their vision.

## Competitive Advantages

- ✓ High Choice
  - Heads up selling. The display floor is curated to mix and match providing millions of choices
- ✓ Fast Fulfilment
  - No one, not even online retailers deliver faster
- ✓ Trusted Quality
  - Florida family-owned and operated since 1971
  - We only buy products that will last in Florida
  - We say what we do, we do what we say
  - One Team, One Goal
    - “A happy customer the first try”
- ✓ Helpful, Thankful, Grateful culture to every guest