



LEADERS HOLDING CO.TM

Est. 1971

Store Visit Training Points

“A bad retail experience drives ecommerce.” Ashley Newton

Cleaning instructions:

- ✓ Soap & Water
- ✓ Meguiar’s
- ✓ Bleach & Water
- ✓ Straight Bleach

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Additional information:

- ✓ Everything is commercial quality
- ✓ Sofa – SKU ends in 03; Loveseat ends in 02, Club Chair ends in 05
- ✓ Cushions – How Made? – Un zip a cushions and show:
 - Dacron Wrapped
 - Baffle on backs
- ✓ Cushion Care- Fabric Protection & Protection Plus
- ✓ Furniture Care – Meguiar's , Corrosion Block
- ✓ R:\10 About the Solutions Center (Service)\7.0 Vendor Information
- ✓ Brief overview of Accessory vendor codes. i.e. Most fish are TAND-, Most lamps are ISLA- etc.
- ✓ How does a sku tag read???

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What makes a Leaders store different?

- ✓ Competitive advantage: Hi Choice, Fast
 - Millions of combinations
 - Delivered faster than anyone
- ✓ Always Thankful, always helpful
- ✓ Don't tell the guest, show the guest

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Heads-Up Selling

Leaders does not have huge showrooms. The average size is 7,200 Sq. Ft. What we do have is infinite options fast with high quality valued priced furniture that can be mixed and matched to make a unique space for every client. Just one of our Vendors has 25,000,000 combinations. Combine two vendors and you have 625 trillion options to create a beautiful space for your guest to live.

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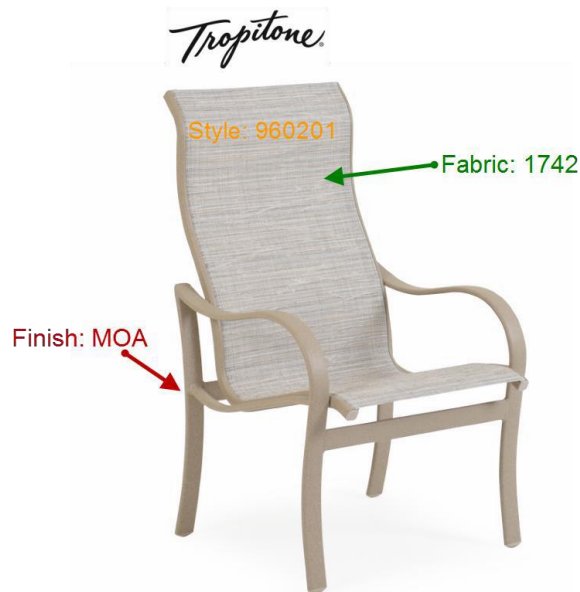
First impressions - Start in the Parking Lot

- Observe the number of cars passing by
- 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 fingerprints
- Both Front doors unlocked-open. Open signs on
- Rainy/Overcast Day? Turn Awning & Lights on- Stay noticed!

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SKU Format

Essentials \ 0.9 SKU Tags



TROP-960201,MOA,1742

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OUTDOOR FURNITURE

- ✓ All Aluminum Frames
- ✓ Powder Coated
- ✓ Stainless Steel Hardware
- ✓ Nylon Glides
- ✓ Built Strong- Commercial Ready

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Aluminum

Extruded Aluminum

- ✓ Madeira
- ✓ Cabana

Cast Aluminum – discuss corrosion block!

- ✓ Trellis
- ✓ Charleston

Time and Material Comparison:

- ✓ Extruded vs Cast
- ✓ Shoreline vs Outer Banks
- ✓ Charleston vs Sand Key
- ✓ Trellis vs Charleston
- ✓ Remember that Price resistance from a customer is not asking for a discount – but asking for more options

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Resin Woven

- ✓ Empire
- ✓ Kokomo
- ✓ Retreat
- ✓ Hemingway
- ✓ Maui

Empire

- ✓ Why we created it- Cushions are expensive!
- ✓ Construction- trusses and cross braced
- ✓ Tempered Glass
- ✓ Swivel Mech on outdoor barstools= stainless
- ✓ Show Balcony chair vs. bar chair height and options specific to Empire
- ✓ Show 3211 Bistro Chair- Explain Commercial use and Steel Inside frame (Magnet)
- ✓ Review any set can be sold in any combination. Show bistro chairs around large table etc. (The showroom is 1 of thousands of possible combinations!)

Time and Material Comparison:

- ✓ Sanibel dining chair vs. Empire HB Dining Chair
- ✓ Kokomo Chair vs Garden Terrace chair
- ✓ Garden Terrace motion chair – has four springs – most other companies do not
- ✓ Kokomo vs retreat or Hemingway

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Poly-Lumber

Marine Grade Polymer: Poured solid virgin material. No air pockets. Polyethylene

Recycled Poly-Lumber: Foam based, extruded, air pockets, more natural looking, most available colors, Polyethylene
CCOM - Natural Finish- provide your customer clarity of results (veining)

PoliSoul: Extruded, most natural looking, Polystyrene
Sanibel Tops- not for Full Sun
Graining all the way thru – show wire brush process
Meguiar's features and benefits
Put Ketchup on and clean

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Umbrellas

- ✓ How to determine type by finial
- ✓ Understand stocking umbrellas
- ✓ What is a wind vent? What is a valance?
- ✓ Demonstrate how to operate a push button, auto tilt umbrella, collar tilt
- ✓ Show our Stocking Bases
- ✓ Two types of Cantilever bases
- ✓ Demonstrate how to operate a Cantilever
- ✓ Explain Vega Light and show how to charge battery

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Fire Pits

- Thermo coupler review- safety mechanism
- Horizontal vs Vertical tanks
- Light a firepit. Have gas? have light? turn on, hear gas? Can light

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Indoor Furniture

- ✓ Screwed and Glued Frames
- ✓ Leather Bound Joints
- ✓ Tempered Glass
- ✓ Nylon Glides
- ✓ Built Strong- Commercial Ready

Palm Spring Rattan

Dining

- ✓ Venice
- ✓ Islamorada
- ✓ Island Way

Islamorada Dining

- ✓ Construction Qualities - Every Feature has a benefit
- ✓ Stability & Aesthetics differences
- ✓ Islamorada for Commercial Use- Extra Rattan support to the ground. Demonstrate Strength.
- ✓ Craftsmanship & Quality of Rattan
- ✓ Merchandising & Opening Price Points
- ✓ Review Easel- "What are the stocking fabrics?"

Islamorada Dining vs. Island Way Dining- Compare Chairs

- ✓ Quick Comparison & Review "What Chair has more Rattan & more Craftsmanship?"
- ✓ Know Your Floor- By looking at craftsmanship & rattan alone, you will understand price points
- ✓ Glass Tops & Strong Base Options
- ✓ Glass rests naturally on the leather wrap- no need for clips or tabs
- ✓ Carved Glass Option- Explain Detail and Process

Castor Dining

- ✓ Islamorada
- ✓ Jamaica

Jamaica vs. Islamorada Compare Chairs

- ✓ Review Castor Construction- Remember, Every Feature has a benefit!
- ✓ Two Wheeled Castor- Dual Pressure Points for easy gliding across the floor
- ✓ Hardwood Dowel for strength
- ✓ Aluminum Wrapped for stability
- ✓ Nylon Insert & Washer for wear and tear prevention
- ✓ Flip Chair Frame Over- More on Construction Quality
- ✓ Up Leg Metal Reinforcement
- ✓ T-Bracket
- ✓ Bolted Bucket to Base
- ✓ If you can fit in it, you can sit in it!

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Seating

- ✓ Bali
- ✓ Islamorada
- ✓ Island Way
- ✓ Venice

Bali vs. Island Way

- ✓ How are cushions made? Open them and review.
- ✓ High-Density foam for support & Dacron wrapped for comfort
- ✓ Bagged Dacron- Buttons on high backs
- ✓ Discuss frame item numbers- Sofas=3 seats=item number ending in 3, loveseat=2, etc. etc.
- ✓ Use the whole floor as your selling tool. Remember, sometimes multiple frames take the same cushions. Stock cushions can be swapped between collections.
- ✓ Show example with 4405 cushions. (Show stocking Island Way Fabric on Bali Frame, etc.)
- ✓ Show examples of high back cushions that can go on low-back chair

Upholstery

Strength of the frame. Commercial Quality all wood construction.

- ✓ UPSR – with Rattan features
 - Islamorada (rattan arms)
 - Bali (rattan front)
- ✓ BYYO – Designed by You - Customizable Upholstery
 - Venice
 - Tortuga

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Fabrics

- ✓ Indoor vs. Outdoor Fabrics- wall setup
- ✓ Fabric tags include care instructions
- ✓ Grade Options – what determines price?
- ✓ Print vs Woven
- ✓ Bleachable fabrics are your synthetics, natural fiber fabrics not bleachable
- ✓ Sunbrella is best known – but other vendors use the same mills as Sunbrella
- ✓ Explain Large samples and giveaway sizes
- ✓ Fabric Books & Other SPO options – all included in NetSuite configurator
- ✓ Do not just send your customer to the Fabric Wall, preselect /curate some samples based on their preferences.
- ✓ COM Customer Owned Merchandise- customers can bring their own fabric for our furniture

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Eliminate Customer Friction

Don't blame your level of skill on the computer.