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New England
Chapter



8:30am - 9:30am

8 Great Closings

How often have you seen or heard the following from your customers? "This is the first place I've shopped," "It's more than I want to spend," "I have to check with my significant other, room size, etc.," "I have to think about it," "I saw it elsewhere for less," If these objections and conditions challenge your staff, this seminar will give you the ammunition to preempt these excuses and solve your most consistent closing problems. Philip Gutsell will show and demonstrate the most effective methods to teach your salespeople how to close today. Each of these eight techniques will show you step-by-step how to cut down the number of walk-aways you currently encounter.

Presented by: **Philip Gutsell - GutSELL & Associates - gutsellassoc@aol.com**

10:00am - 11:00am

How to Choose a Winning Website Designer

Nearly every furniture retailer who has tried to build a website or hire a web developer has wasted a lot of time and money. It is much easier to spend money on a furniture website than it is to make money with one. Building a website is easy. However, building a profitable and successful website for a local furniture store has been extremely difficult. It can be tough choosing the right web developer, understanding which features and services really matter to your business, and how to differentiate the service providers who are big talkers versus the ones who will deliver big results without all kinds of hidden costs and disappointments. This session will provide practical advice for local furniture retailers on how to write an RFP for a successful website. It will highlight things you should look for in choosing a web developer, and how to weed through the buzz words and slick sales presentations to decide and choose a web developer that will not only deliver a high impact website that shows your company payback, but also will provide affordable ongoing maintenance and support.

Presented by: **Andy Bernstein - FurnitureDealer.net - a.bernstein@furnituredealer.net**

11:30am - 12:30pm

Social Media: What It Is & Isn't; What It Does & Doesn't Do

It's hard to know where to put your time and talent to attract new business. Come and find out how to weed through the social media channels and when old-fashioned communication systems are still the best way to 'reach out and touch someone'.

Presented by: **Jody Seivert - One by One Companies - jody@onexone.com**

1:00pm - 2:00pm

Measuring & Maximizing the Value of Your Website

Relative to your peers, how does your web site compare? What are the key attributes that provide superior performance? This program will present simple metrics and key objectives to measure the performance of your site while providing business advancing "best practices" to maximize your web site's performance.

Presented by: **Steven Mclendon - MicroD, Inc. - monanigam@microdinc.com**

2:30pm - 3:30pm

Take a "Real Look" at Your Business

This downturn has been unprecedented. With manufacturers producing off-shore instead of down the street and new retail competitors with new business models, a weariness has come to haunt the traditional retailer. The fact is you can't cut through the maze with traditional approaches. Are the old methods wrong? Not necessarily - it's just that they must be amplified with numbers.

Business Intelligence compares your numbers with industry numbers and Best Practices will give you the perspective to take your business to the next level. Using FurnitureCore.com, the industry portal endorsed by NHFA, WHFA, Furniture 1st, and the Furniture Marketing Group, the presentation will show what is attainable across all functional areas of business.

Stay for the next hour and participate in a workshop that will use a case study approach in making quantitative management decisions possible with business intelligence.

Presented by: **Bob George - Impact Consulting Services - bobgeorge@impactconsultingservices.com**

4:00pm - 5:00pm

FurnitureCore.com Business Intelligence Workshop

Solid business intelligence is the best way to help your business stay focused and sharp. Discover through a case study approach how to make quantitative management decisions to keep your retail operation thriving with business intelligence solutions. It's easier than you think! Space is limited.

Presented by: **Bob George & The FurnitureCore Team - FurnitureCore.com - robin@furniturecore.com**

8:30am - 9:30am

The Outlook for The Furniture Industry

Furniture industry guru Jerry Epperson will once again enlighten us with his furniture research expertise in the current state of future of the furniture industry and how it affects you today and tomorrow.

Presented by: **W.W. "Jerry" Epperson, Jr. - Mann, Armistead & Epperson, Ltd. - wwe@maeltd.com**

10:00am - 11:00am

Revitalize Your Family Business Through Design and Branding

During the last five years, many well-established family home furnishing retailers have become franchisees of large national retail chains but they have continued to retain their heritage retail business. To help ensure that these franchised operations do not cannibalize the heritage businesses, retailers must find ways of appealing to different customer demographics. Martin Roberts Design has worked with many retailers faced with the need to reposition and re-launch their brands and their own stores.

Martin Roberts will share his insight into how to attract customers to your store by repositioning and re-launching your brand and your store. Re-creating or updating your Identity, Signage, Exterior and Interior Design as well as Visual Merchandising and Assortment Planning can help bring more customers to your store and bring them back, more often.

Presented by: **Martin Roberts - M Roberts Design - martin@mrobertsdesign.com**

11:30am - 12:30pm

Finishing 2011 Strong!

It's not too late to have a great fourth quarter! Learn about hard hitting promotions that retailers around the country will be utilizing from today through New Years Day to help increase sales to finish the year with momentum. See television and direct mail executions that maximize the natural holidays, and hear our promotional and media strategies to make the most out of the weekends in-between the holidays. We'll share great end-of-year marketing ideas you don't want to miss!

Presented by: **Charles Horich, Jon Parks, Brad Lebow, Chip Hector - Horich, Parks, Lebow Advertising - jparks@hpladv.com**

1:00pm - 2:00pm

The Science of Sleep: Don't Sell Mattresses, Sell Quality of Life

As home furnishings retailers, we have the power to improve the "quality of life" of our customers when working with them in our bedding galleries if we choose to do so. It all depends on our selling approach. We can simply sell products or commodities, or we can educate our customers to understand the benefits of quality sleep, and how it affects every element of their daily lives. We can differentiate ourselves from the competition by providing answers and solutions to a better "quality of life" by utilizing the Science of Sleep in working with our customers and establishing a deeper and more professional relationship.

Presented by: **Ron Wolinski - Profitability Consulting Group - RonW@profitabilityconsulting.com**

2:30pm - 3:30pm

Hidden Ways to Get Traffic to Your Furniture Store Using Social Media

A furniture retailer needs to be found where the customers are spending time. That is online and in social media like Facebook, Twitter and You Tube. There are definite tricks to maximizing the online and social media impressions to exponentially grow the in-store furniture business. In this lively session, Mike will use case studies of furniture retailers who are having successes online and in social media. He'll provide quick and easy steps to ramp up an integrated marketing system that delivers new customers from online into a retailer's store.

Presented by: **Mike Root - Get Customers Right Now - mike@furniture-sales.biz**

4:00pm - 5:00pm

**Metrics Matter!
Discover the Ones That Will Best Evaluate Your Business**

As a manager you have to track many different areas of your business to be able to effectively monitor your progress. Knowing the key metrics to review is vital. Without them you can waste your time mired in a slew of numbers without having any actionable information. We'll explore the key metrics for a home goods retail operation including: How do you decide which metrics to monitor; Why are metrics so important; How consistent measurements help your business improve; What are key metrics for: Financial, Sales, Delivery, Distribution Center, Service.

Presented by: **Shelley Parlin - PROFITsystems, Inc. - shelleyp@profitsystems.com**

8:30am - 9:30am

4 Things You Must Do to Increase Sales & Profitability!

In this high energy seminar, Doug Knorr will present the four things you can do to immediately increase sales and long term company profitability. Doug says marketing is so much more than just advertising. You will learn what you can do immediately to increase cash flow as well as the keys to developing a strategic plan/roadmap for your company's long term growth and profitability!

Presented by: **Doug Knorr - Knorr Marketing - dougk@knormarketing.com**

10:00am - 11:30am

**Solution-Based Retail: Coping with the New Normal
& Connecting with Today's Consumer**

Still waiting for a return to "Normal" following the downturn of the past three years? Get ready to be disappointed. Consumers are irrevocably changed, shopping behaviors will never be the same and your customer will continue to turn a deaf ear to advertising and marketing strategies that no longer speak to her where she lives today. "She doesn't believe that she's going to see anything new or different in your store, and if you can't get her in the door, it doesn't matter what your store looks inside," says leading retail design strategist Connie Post. If you're ready to do more than more of the same, join Connie for a fast-paced look at how to re-capture your customers' attention, lure her inside and excite her with affordable concepts for change.

Presented by: **Connie Post - Connie Post Global Media - missconniepost@aol.com**

11:45am - 12:45pm

Partnering with Interior Designers to Increase Volume & Profit

In this seminar, noted author, designer and sought-after business consultant Mary Knackstedt provides furniture retailers with practical guidance for creating profitable relationships with independent interior designers in their marketplaces. Using Mary's strategies will enable retailers to increase sales volume, profits and their customer base, and do so using services and tools they already have in place. As Mary says, "You have the staff and products; designers have clients with continuing needs." If you're a retailer who is well positioned in your market, you can't afford to miss this provocative and engaging presentation designed to drive business without increasing overhead.

Presented by: **Mary Knackstedt - Mary K Interiors - maryknackstedt@aol.com**

1:00pm - 2:00pm

**The Secret's Out! Come See What to Expect
When You Hire a Professional Promotions Company**

Get a look at an actual case study of a struggling independent furniture retailer who transformed their image during this past year and redefined their future by hiring a promotional company to run a high-impact sale. You'll learn how to determine if you need to rebrand your image - and if so, just how to accomplish this. You'll get the inside scoop on the changes that promotional companies implement when they partner with an independent retailer to run a high impact sales event. Find out how this retailer produced high volume while maintaining their profit margin and subsequently unlocked their true potential in the marketplace.

Presented by: **Mike Egan, Ron Cooper & Hector Mustafa - Profit Management Promotions - ron@pmpsales.com**

2:30pm - 3:30pm

Engineering Top Furniture Sales Associates

What makes one salesperson succeed while others fail? What is the magic profile for a strong salesperson in our industry? Where do I find my best candidates? Why would top salespeople come to work for me? How do I increase the probability that I can position salespeople to succeed? How do I ensure that my salespeople have enough but not too much of my stores' traffic?

"Give me a great sales team and a not so wonderful store and I will succeed; give me a wonderful store but a poor sales team and I will fail."

Presented by: **Joe Milevsky - JRM Sales & Management, Inc. - Joe@jrmsales-mgmt.com**

4:00pm - 5:00pm

You don't have to be a Top-100 store to sell online!

During this session you will see the real world results of furniture retailers of all sizes who have begun selling online to their customers. Also we will for the first time share our exclusive Neilson/Claritas research of online furniture purchases. This research is accurately pointing to double digit growth in the coming five years. Planning for this future must begin now.

Presented by: **David Lively - The Lively Merchant - david@thelivelymerchant.com**

8:30am - 9:30am

Eliminate Fear-Based Selling

They won't admit it, but most of your sales people are afraid to work with customers. They struggle to greet customers, respond to their objections, ask questions, sketch rooms, and everything else because they are constantly stifled by their fears of rejection and failure. It's no surprise that fear based selling isn't effective selling. In this seminar, designed for store owners, executives, and managers, we'll look at why your sales people are afraid to sell and what you can do to eliminate the fears. We will show you how to turn them into high volume sales professionals.

Presented by: **Mark J. Lacy, President - The Furniture Training Company - markl@furnituretrainingcompany.com**

10:00am - 11:00am

Eco3 Home: Moving Sustainability Mainstream

From the consumer's perspective, the concept of "sustainability" or "green" has always been linked to safety and health. Safe and healthy for the planet = safe and healthy for me and my family. If we want consumers to make more sustainable home furnishings choices, we need to begin describing product attributes in terms mainstream consumers understand and value. The American Home Furnishings Alliance is helping our industry accomplish this through the Eco3Home program launched last year. AHFA's Bill Perdue explains what the Eco3Home hangtag means and how the Eco3Home consumer website is helping answer consumers' questions about safety, health and the environment.

Presented by: **Bill Purdue-American Home Furnishings Alliance - bperdue@ahfa.us**

11:30am - 12:30pm

**Selling to the Hot Buyers, Generation X and Y –
Why a Powerful eCommerce Presence is Necessary!**

Many retailers are changing their eCommerce selling strategies to entice today's key purchasers: the 'Under 45s', Generation X and Y (aka the Millennials.) This presentation includes top features required for your eCommerce solution to gain the attention of the Generation X and Y buyers, while also being a revenue generator. Learn how to increase selling power and market to the younger generations with your online presence.

Presented by: **Mark Ricciardi -Business Development Manager, STORIS Inc. - mlb@storic.com**

1:00pm - 2:00pm

Commerce in Motion

What does Commerce in Motion mean? – What can we do to better take care of our customer– ensure visibility, collaboration, and velocity between manufacturers, distributors, retailers and customers?

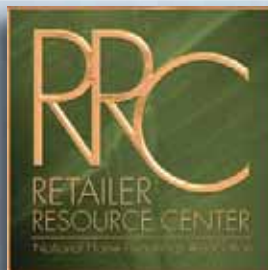
Presented by: **Roy Martin – Director Product Management, Red Prairie - Roy.Martin@RedPrairie.com**

2:30pm - 3:30pm

Sellable & Seductive: The Evolution of Upholstery

Learn how to make your floor pop and increase the pulse of your consumers. See the latest trend in uber-cool fabrics that both men and woman will love. Unlock the secret to selling more sectionals. Even get a sneak peak into what sofa design is going to be the next hot thing. Brain-teaser: Maybe a limited open-to-buy requires a mind that's open to a new way to buy.

Presented by: **Amy Archer - Creating Inspired Seating - amyarcher2005@yahoo.com**



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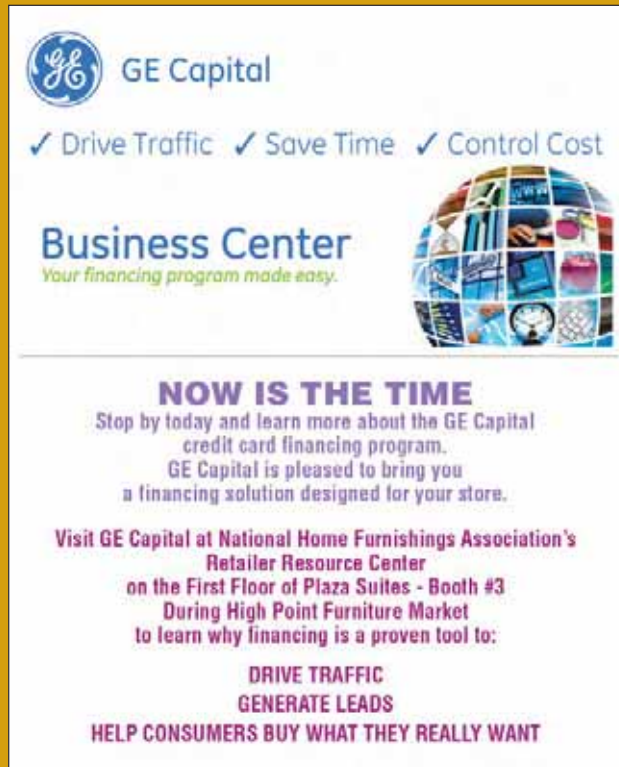
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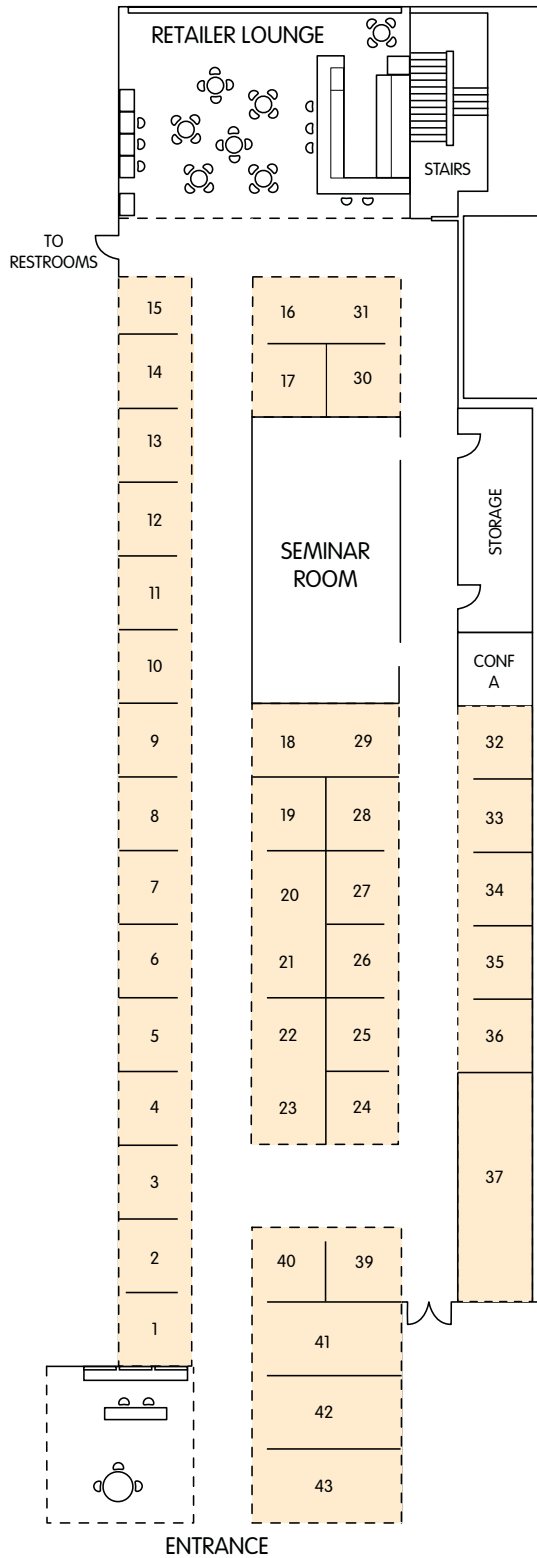
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