

## **Pami Bhullar: Stainmaster**

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**Three-page summary of Pami's presentation:**

75% of everything we do as humans is about emotions and feelings. Only 25% is left for product and price. Make sure you passionately connect with people. **Learn to sell emotionally.**

**A sale is:** I have an idea, I have a thought, I have a process, and I have a product that will make your life better. I am going to create value for you. The more value you create for somebody else, the more money they are going to give to you.

Stainmaster spent millions since 1986 to make the brand a household name. People want to buy something they know rather than something they don't. **Not only do over 90% of people know it, they trust it. It is the most trusted brand in residential flooring. Use those 2 things in your presentation.**

These are the 3 things we do. **We make the best fiber**, which is Nylon 6,6. **We make the best stain and soil chemistry.** It never has to be reapplied. It is cooked into the carpet at a very high temperature. And then **we make the best recipe.** We send the fiber to the mill. We send the recipe to the mill. We send the stain and soil application.

The mills have their own fiber. Why would they want to buy our carpet fiber if it doesn't perform better?

**Our standards are 25 times harsher than the industry standards.** We put 5 times more weight, 5 times more walking on it, before it becomes Stainmaster.

**Price is always negotiable. Value is never negotiable.**

**Give every customer an opportunity to say no to Stainmaster. You will make more money, and your customers will be happier.**

Focus on the 3 basic benefits of any product you have. People don't come to buy warranties they come to buy benefits. The more benefits you give to me, the more money I am going to give to you.

Ben Franklin said, "The bitterness of poor quality remains long after the sweetness of low price is forgotten." Therefore never apologize for your price as long as you are giving the best value.

**The Customer has to like you to believe you. They have to believe you to trust you. They have to trust you to do business with you.**

**The moment you say "Can I help you?" the body's defense mechanism kicks in.** I am just looking. Today onwards, just simply say: "Welcome to our store."

Make sure your singular focus is the moment the door opens, rather than say I am going to get this customer, I am going to close this sale, focus on “I am going to make this customer very successful today.” **When they’re successful, you’re successful.**

If you don’t get the needs, wants, and values you are going to sell the wrong carpet or flooring.

**Before you ask them questions, simply ask them permission to ask questions.**  
That is one of the five mistakes.

**There are 3 simple steps to buy carpet.** First we will find the right style for you, then we will find the right color for you, then we are going to find the right cushion, and set up a measure. We make things simple, easy, and fun.

**Let us see what “we” can do. When you use “us” and “we” you take the power of all. This is emotional selling, folks. This is using the right words at the right place.**

Control vs. the perception of control. **Give the customer the perception of control.**  
How do you give the customer the perception of control? By explaining the next things that are going to happen.

**Step number one** - set the right expectations. **Step number two** - ask for an agreement. **Step number three** - do what you said you would, in a timely manor.

**We don’t learn from the sale we make, we learn from the sale we didn’t make.**

Get rid of the number in your mind, because **if you don’t show the best, you’ll never sell the best.** If you never have \$120/yd. carpet in your store, you’ll never sell it. If you have it but you never show it, you’ll never sell it. If you have it and you show it, but you never believe in it, you’ll never sell it.

**This is the power of the brand.** We make better products. Better products perform better. When they perform better, customers are happier. When they’re happier, they become brand ambassadors. They make more recommendations. You get more people coming back.

**The new good, better, best is the best, better, good.**

**Three weeks after hard surfaces are installed, people are looking for an area rug.**  
Cut and bound is a big deal. Make the recommendation. I recommend you take a look at it, because you will not have to move your furniture twice, and you will not have to scratch your brand new floor. They will be coming back because I am the one who gave him that idea.

**Sell the same square footage twice. Sell the hard surface, and then put an area rug on top of that.**

**To sell better, you have to make sure that the customer feels the value.** Value is very subjective. Each one of us sees value differently. Value is situational. **Focus on their situation, not on yours.** Value is in the mind of the customer. That is why value must be felt.

68% of the customers who buy carpet say, "I wish I had bought a better carpet."

These are the 5 mistakes. **Number one** is not using the system. When you do whatever, you get whatever results. **Number two** is not asking for permission before asking the questions. Now every customer is more open to share with you. The more we share, the more we open up. The more we open up, the more we trust. The more we trust, the more we want to do business with people. **Number three** is not telling a story. I recommend writing down the 10 reasons that make you special. Put together "Why people should buy from you," so that you're all on the same page. **Number four** is showing the product too soon. **Number five** is discussing the price too early.

Asking for money is one of the most difficult things. **Use BBP in your presentation.** Customers don't come to buy price. They come to buy benefits. Put all the benefits first. Give the **Benefits Before the Price.**

**An even number is easier to remember.** You don't have to take the calculator and go to 50%, charge \$2,349 leaving you an even balance of \$2,000." **Always leave an even balance.** Would you be upset or uncomfortable if people were giving you 65%? You could increase your deposit by 15 or 20%.

**"How would you like to take care of it today?"** Try this on every customer going forward. This is the way to have less price objections.

**Financing is a benefit of doing business with us, and is best used as part of your introduction.** We have arranged 12 months free financing. You could buy the best without worrying about paying for it for 12 months.

"Are you concerned about the price or the cost?" Price is what you are going to pay today. Cost is what it is going to cost you over the period of time. **Cost is the value. Price is an adjusted feature.**

**If it is to be, it is up to me.** It is up to each one of you which tools you want to use, and how much more successful you want to be, how much more excellent you want to be.