

## CASE Study • FLOORING SUPERSTORES



**NAME & POSITION:** Stephanie & Ryan Ketchum, Owner

**COMPANY NAME:** Flooring Superstores

**TIME TRAINING ON PROGRAM:** 5 months

**LOCATION:** Saskatoon, SK



### OBJECTIVES

- They wanted to take their business to the next level & get their staff more engaged; in the last couple years, they had a lot of staff turn-over & trouble getting people motivated.
- Another objective was closing sales & seeing the process through. They weren't closing as many clients as they should be & wanted to capitalize on every opportunity.
- The team's average closing ratio was 30-40%. The objective is to build their own business/pipeline & get their closing ratio up to 70%.



### SOLUTIONS

- It was easy for Steph and Ryan to be excited about the training and so it wasn't hard to get the team excited as well.
- They are constantly discussing what they are getting from the videos and have created awareness & engagement with the training.
- The training is a mandatory part of the sales team's responsibilities.



### RESULTS ACHIEVED

#### Sales:

- **September 2019: Sales were up 2%**
- **October 2019: Sales were up 19.8%**
- **November 2019: Sales were up by 5.8%**
- **December 2019: Sales were up 47.4%**

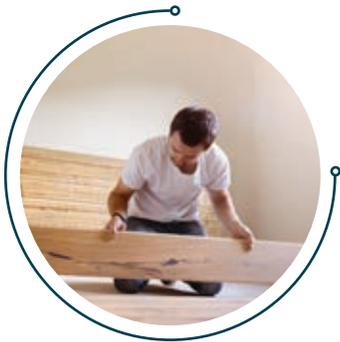
## SALES RESULTS

- The sales team is now capitalizing on every opportunity and there has been an increase in sales volume and revenue in the store.
- Traffic has increased, and the team are asking for referrals more consistently and building their pipeline
- The team exceeded their sales targets in October, November & December of 2019. December 2019 was also the best December in their 8 years of business!



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## STAFF & CULTURE RESULTS



- Improvement in the sales team's professionalism with clients.
- Sales team is more persistent and asking for the sale.
- Team is more motivated overall, and this was an area of struggle prior to the training.
- Overall the sales team has taken it to the next level with service. We've created a culture in the business that shows 100% commitment to being a professional - it's not just a sales position. What we do is important.

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## ABOUT STORE

Flooring Superstores in Saskatoon is part of a chain of retail floor covering stores located across Western Canada. The 9,000+ sq ft Saskatoon showroom features the latest in innovative flooring and design ideas from leading manufacturers worldwide. Owned and operated by Stephanie and Ryan for the past 8 years, Flooring Superstores is a customer-oriented business that carries residential and commercial flooring with thousands of options to serve all their customers. Flooring Superstores is also a committed and contributing member of the community.