



AUGUST 2011

## HIGH POINT MARKET Q1

### MARKETPOINT'S HUGE SUCCESS!!

We brought on **10 new** La-Z-Boy Dealer's with our Q1 High Point Trial Offer!

With the on-site training for these dealers completed, everyone is very excited to hold their successful MarketPoint events!

Stay tuned!

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## MarketPoint Features

- ▶ Created specifically for La-Z-Boy Furniture Galleries
- ▶ Easily integrates with your POS systems!
- ▶ Great ROI—typically after 1-3 MarketPoint Special Sales events!

## MarketPoint Trial Offers--Already Showing Success!



**W**e literally smashed our target expectation for High Point's Q1 MarketPoint Trial Promotion--gaining 10 new MarketPoint promotional clients! We are absolutely thrilled at the incredible response dealers have shown us as a result of our video-testimonial marketing campaign. While we've been trumpeting the merits of the MarketPoint System for quite a while, what has made all the difference is hearing about the incredible success dealers have been experiencing *directly*. And that's partly because their sales success stories were so incredible that they sounded too good to be true to many of you--that's why you needed to hear it directly from the store owners.

Since Spring Market, we've been busy traveling around the country training our our MarketPoint promotional clients for

their first events. We've also been focused on providing our long standing customers with the best service possible and visiting these seasoned teams with a refresher training on MarketPoint, so everyone is now up to speed on the new reports, other enhancements and best practices.

In fact some of our promotional dealers have already had successful MarketPoint-driven sales events and have been impressed with their sales results, 3-6x their normal Thursday figures or better! Owners are also uncovering sales coaching opportunities for improvement with their sales teams--and as a result they are improving their sales team strategies and customer service. With the MarketPoint System in place, dealers are *cultivating customers for life*, as well as capitalizing on the active buyers that almost got away.

These successes are good news for everyone. Your success is our success, and the more that the MarketPoint family grows, the more we can do to create enhancements, cost savings and to share best practices. More successes are sure to follow--so stay tuned! ###

## Incentivize Your Sales Staff to Maximize Your Marketing

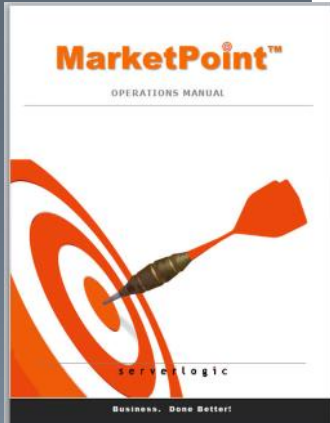
**Y**our MarketPoint marketing efforts can be seriously undermined if your sales staff isn't appropriately incentivized to follow the system. In fact MarketPoint hinges on the excitement and participation of your sales people.

**So how do you motivate your sales staff to follow the MarketPoint process?**

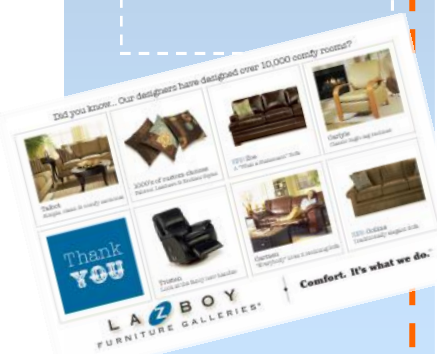
Show them *how* and *why* the MarketPoint System can improve their compensation!

(continued on the bottom of page 3)





The foundation of the MarketPoint System is a daily commitment by sales staff members to enter all of their prospect information immediately after each prospect interaction.



## Last 2 “Top Techniques” for Gathering Prospect Info...

**D**rum roll please! Finally we’re down to the last 2 (and arguably the best) of the “Top 10 Techniques” for sales people to use in attaining prospect information during their sales engagements.

Again, we can’t stress strongly enough how important your customer data collection is to your MarketPoint success!

Sales team cultures that implement genuine personal interaction and relationship building with their customers are the most successful—period.

So without further ado—here are the **Final 2** of our Top 10 Techniques:

### #2 The Nike approach: Just DO IT!

Just ASK for the information in a way that suggests you EXPECT it. You should already be on a first name basis. Using the Blue Card will appear more official and give you a greater edge.

After asking for their information look down at your Blue Card, as if getting the information is an expected, natural part of the process, and say: “I have truly enjoyed working with you and I am excited about the opportunity to help you make your best decision. What is the correct spelling of your last name?”

Write down their name and keep going; ask for their address, phone and email.

- ▶▶ Don’t break the silence after you ask the customer for their address until *they start speaking*.
- ▶▶ Ask the questions as though you have earned the information, with NO hesitation in your voice.

- ▶▶ Do this with natural ease—and with practice the addresses will come easily!

If the prospect asks “Why do you want my address or phone number?” or “I don’t like to give out my information,”

Pause and look at the customer in a confident manner, and say:

“I understand but I have truly enjoyed working with you and I’m excited about the opportunity to help you make the best buying decision. I would like to be able to contact you later.”

**You should prepare a logical purpose for your follow up that provides value, such as:**

- ▶▶ New merchandise arrives frequently.
- ▶▶ You may have been out of stock on an item that they were interested in and you will be keeping your eyes open for arriving shipments.

Be creative! Remember, the better you are at following the PSS process and *building a relationship* with your customer, the better your results will be!

And lastly...

### #1 SKETCH everyone!

A basic principal of the La-Z-Boy sales process, a disciplined yet friendly approach—sketching makes it easier to *ask* for the information necessary to support your follow up program.

*Feedback? If you have any techniques or best practices that work especially well for your team, we would love to hear about them! Please email them to us at: [MarketPoint@ServerLogic.com](mailto:MarketPoint@ServerLogic.com)*



## MarketPoint Announces--First Ever Pricing Reduction!!

**MarketPoint announces its first ever price reduction, effective August 1<sup>st</sup>, 2011!**

This unprecedented price reduction has been announced to make the already affordable marketing campaign software for La-Z-Boy Furniture Gallery “be backs”--an even easier purchase decision for dealers with fewer stores. Particularly dealers with 1-2 stores.

This economic relief is great news for the smaller La-Z-Boy dealers and it also demonstrates our commitment to reduce the MarketPoint fees as a result of all the new promotional sign-ups from High Point. By capturing a larger customer base--we are able to ostensibly amortize the cost savings back to our customers.

Based on the feedback we received from High Point Market this year of the financial challenges for dealers with 1 or 2 stores, we seized the opportunity to reduce the license fees for these customers after the huge success we experienced with our Q1 promotion. Single store owners will now benefit from a \$4,000 savings to their license fee, and 2 store owners with \$3,000, and so on to owners with up to 4 stores. We are conscious of the market conditions and want to continue to support our clients business success every way we can.



**MarketPoint Pricing--Effective: August 1, 2011**

And stay tuned—we are not done yet. In addition to this price reduction initiative, we are still dedicated to providing our customers with the very best service and the software enhancements you have asked for. As we add more customers to the MarketPoint network, we will continue to release more software enhancements. Many enhancements have been suggested by old and new customers.

Now is a great time to **TRY IT FREE!** --**Try MarketPoint FREE for 2 MP Events within 90 days!**  
**Call today for details!** Thank you for your business and the opportunity to make your business even better!

**Todd Hutchinson**  
Director of Product Development  
(503) 416-8308  
todd@serverlogic.com



## Incentivize Your Sales Staff to Maximize Your Marketing! (continued from page 1)

We recently sent many of you a MarketPoint presentation on how to inspire your sales people to follow the MarketPoint System.

This training presentation was created in part by Jeff Mauldin, owner of 2 La-Z-Boy Furniture Galleries in Albuquerque, NM to help his staff better understand the financial benefits to them *personally* of using MarketPoint. He wanted to motivate his sales people to really get behind it, not to just go through the motions.

“I needed them to fully grasp that a MarketPoint event

is like getting an extra Saturday, in terms of the extra sales revenue it generates for them.” said Ryan Beld, Director of Sales for ABQ. “Most sales people are competitive and financial gain is a very powerful motivator.”

We would love to hear *your* feed-back about the presentation! Was it helpful? Could we improve upon it in some way? Your opinion is important to us!

Also, if you didn't receive a copy but would like one, please email us at: [MarketPoint@ServerLogic.com](mailto:MarketPoint@ServerLogic.com)

serverlogic

10260 SW Greenburg Rd.  
Suite 540  
Portland, OR 97223

**503.416.3110**

[MarketPoint@serverlogic.com](mailto:MarketPoint@serverlogic.com)  
Visit us on the Web at:

**[www.serverlogic.com](http://www.serverlogic.com)**

### What's Inside?

- ▶ Success with the first MarketPoint Trial Events from High Point Promo!
- ▶ Final 2 Top Techniques for Gathering Prospect Information
- ▶ Announcing: First Time Ever Reduction in MarketPoint Pricing!
- ▶ Incentivize Your Staff to Maximize Your Marketing

**MarketPoint**

## Best Practices Tips That We Hear . . .

With around 100 La-Z-Boy Furniture Gallery stores on the MarketPoint System, we have the privilege of hearing from the dealers about what works, and inversely, what doesn't work.

One of the tips we heard while traveling the countryside doing our MarketPoint on-site training tour is that it's important to make your MarketPoint prospect entries a "*Minimum Standard of Employment*" (MSOP). Several dealers require that their sales people enter 5-8 prospects per week, based on an average of 115 ups per person/per month.

Reconciling their MarketPoint entries with their Blue ("CDC") Cards during their weekly Sales Performance Review using your MarketPoint Dashboard reports is another very valuable way to reinforce this positive practice because you have the metrics to track it -- *real time*.

One dealer told us that his "rock star" sales people actually enter more prospects than the other sales staff, which would seem counter intuitive. "*It's because they are following the PSS process religiously,*" he said. "*They engage with more customers, and follow up with them. Some people will close right away, but some take some work, and that's just how it is.*" **The bottom line is that they get more sales, and they capture more leads by following the PSS process and the MarketPoint System.** "*Normally these sales people close around 30-35% on normal days, and they double that or better on MarketPoint Event days.*"

That's worth considering! If *YOU* have a best practices idea that you would like to share--*please let us know!*



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