

CFI INSTALLERS PROMOTE QUALITY INSTALLATION

It is extremely important that the customer understands quality installation. Most customers are so excited about a new purchase that the shortcomings of an unqualified Installer never surface until a later date. Installation must be sold as a valuable addition to the purchase!

No one will ever convince me that a professional Installer who does the work correctly, treats the customer and the facility with respect cannot make the wages that are expected by other trades. The flooring Installer is the FINISH PERSON! Today, more than ever before, a shortage of quality-minded installers exists and a surplus of the ones pictured above runs rampant across the country.

There are way too many Installers who think that time spent in the trade "makes" them the best Installer today. Time has nothing to do with increased education. With all the new EPA and OSHA requirements, installation has changed. Add to this, all the new backings and carpet construction, and "the way we used to do it," has no meaning at all.

Installers, it is not difficult to "sell" what you can do IF you believe in yourself. I believe that now more than anytime during my career, a good-looking, experienced, with a healthy attitude, knowledgeable and educated installer has the sky as his or her limit.

Now, there's one problem with this. Once you "sell" all the above, you must produce! That means when problems are encountered, they are rectified IMMEDIATELY!!! You sold the "buyer!" This means a finished package, a package of which the enduser will be proud for years to come and a package that performs. All of this determines your value. Most retailers, architects, specifiers and others are just plain tired of fighting the system of the unkempt, sloppy, uneducated and uncaring Installer. They are ready for a change, but they also want something that performs at a fair price.

When determining your price structure, which must be a long way from the \$2.00 and \$2.75's of yesteryear, be sure you treat every company fair. If your price for commercial work, occupied, moving partitions, etc. is one price for JOE, consider that this price for identical work should also work for SAM. CFI has done an outstanding job of developing PARTNERS who have helped us increase that bottom line, be considerate and understanding of their position in their company.

Whether it be a specifier or a manufacturer, remember you need work from them again. I've always been a firm believer in a "card laid is a card played!" If we quoted a price at our company, we lived with it. Floor prep we missed, furniture we overlooked and additional items became our loss. Granted, there are times that circumstances beyond our control do surface, but in all fairness, it just didn't happen very often IF we did our part to estimate and measure the job correctly. Think about your company when so many times in the past you received your check on Friday for work performed only to discover that these dollars were missing and the amount you were expecting was not the same as you received. How can the enduser justify receiving a cost from you that far exceeds the amount you quoted? Someone has to make up the difference.

A true professional notes the details. One price does not fit all, but one FAIR price will get you more work and create an avenue of success like none you have ever experienced. You should be way past the day of working for those who are only interested in "saving money on installation." You should be targeting those who want value for a job well done. I still believe that if you KNOW your cost using the worksheet from last issue, you can provide a fair price to the enduser. A price that works for all installations of the same manner.

When you do your part, the enduser must realize that an Installer who is expected to install a difficult sisal or berber of which only 50-60 square yards can be installed in one day cannot do so for the same price as "normal" work. Nor can he drive 80 miles to install 20 square yards for the same price as 20 square yards ten miles away. ONE PRICE DOES NOT FIT ALL!

QUALITY INSTALLATION CAN BE SOLD AT PRICES THAT ARE FAIR IF A PARTNERSHIP IS CREATED WHERE ALL PARTIES ARE WORKING TOGETHER FOR THE BENEFIT OF THE CUSTOMER.

When this happens, more carpet is sold and installed at a profit for everyone involved.

PARTNERS DON'T BEAT UP ON PARTNERS!!!!!!

By Jim Walker, CEO/Executive Director