
HOW A RESTRUCTURING SALE
GENERATES PROFIT



**Promotions
Mean
Profits**

TOPICS

TO BE COVERED



How a Restructuring Sale Generates Profit



What it Involves



Analysis



Streamlining Overhead



Rounding Out Merchandise Selection



Advertising Campaign



Training & Motivating Personnel



Expanding Market Share



Increasing Closing Ratio & GPM



Planning for Continued Success



Conclusion & Testimonials

THE MOST VERSATILE AND EFFECTIVE PROMOTION COMPANY IN AMERICA

Since 1985, PMP has offered independent furniture retailers an evolved mixture of *consultation* with *high-impact promotions*. The primary benefits of this unique combination are that the retailer experiences *accelerated revenue* and operational improvement simultaneously.

No other promotion or consulting company does this, and it's exactly what is needed to *strengthen independent furniture retailers* across the country right now.



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HOW A RESTRUCTURING SALE GENERATES PROFIT

A Restructuring Sale conducted by PMP delivers *accelerated revenue*, a revamped *business model*, and *retrained personnel*.

All aspects which, when improved and capitalized upon, generate additional profit.

THE PMP PROCESS SURROUNDING A RESTRUCTURING SALE EVENT RESULTS IN IMPROVEMENTS SUCH AS:

Surplus cash flow 

Customer relationship management 

Higher closing ratios 

Larger gross profit margins 

Reduced overhead 

Trained and engaged staff 

High-demand merchandise selection 



WHAT IT INVOLVES

The first step prior to conducting a Restructuring Sale is *analysis*. PMP seeks to understand your *past* to help clarify what is happening in the *present*, so that we can determine a successful path into the *future*.

We spend time identifying your store's unique *strengths*, and then recommend ways to leverage these while implementing *strategies* to bolster the weaker areas.

PMP'S INITIAL ANALYSIS LOOKS AT KEY INDICATORS OF HEALTH IN THE FOLLOWING AREAS:

Overhead 

Merchandising 

Vendor & Brand Relationships

Floor Display & Pricing Structure

Advertising 

Demographics vs. Target Market

Competitive Environment

Media Landscape

Personnel 

Market Share 

Business Plan 



STREAMLINING OVERHEAD

For some stores, financial leaks come in the form of excess *warehouse space*, quite often filled with stale and *overstocked inventory*. For other stores, leaks manifest as an inefficient *payroll structure*, or expensive under-performing *advertising*, or unchecked *product-buying* habits, or a disengaged *customer base*.

PMP UNCOVERS THE ELEMENTS THAT REQUIRE ATTENTION TO TAKE THE STORE TO A NEW LEVEL OF FINANCIAL FREEDOM.

Together, the retailer and PMP develop an improvement plan that corrects a *few key behaviors* to be executed during the Restructuring Sale event.

PMP's highly-trained specialists are on site, *working side by side* with the retailer and their staff as these changes are implemented.



ROUNDING OUT THE MERCHANDISE LINEUP

As a regular attendee at all the major market trade shows, PMP *stays current* on all home furnishing trends, and maintains *active relationships* with vendors offering the best value for the right merchandise.

Floor display is a crucial ingredient to a successful promotion.

Our Project Managers are experts at *arranging and tagging a showroom* to create urgency and a system of getting sales closed during the event.



PMP PROVIDES GUIDANCE IN CHOOSING THE **RIGHT MIX** OF PRODUCT FOR THE FAMILIES IN THE RETAILER'S COMMUNITY.

Depending on a retailer's situation, they may need to *augment* their inventory for the promotion.

PMP uses the retailer's *existing resources* whenever possible, but also maintains relationships with hundreds of manufacturers.

In addition, PMP has acquired ownership of *Magnolia Upholstery* and *CloseOuts & More*, both of which supply quality goods with quick-ship capability.

CREATING A CUSTOMIZED ADVERTISING CAMPAIGN

As with all our processes, the advertising campaign is completely **transparent** to the retailer and subject to their approval.

PMP takes advantage of group-buying **discounts** and passes those savings directly on to the retailer. Retailers **save 20% to 50%** on advertising expenses such as signage, direct mail and TV/ radio production. On top of that, they only pay a 10% agency fee to our partner, Tango Media, instead of the standard 15%. All graphic design, which is completely customized for the retailer's specific promotion, is **completely free** to the retailer.



WE PROTECT OUR CLIENT'S REPUTATION AS AN INTEGRAL PART OF SETTING THEM UP FOR CONTINUED SUCCESS.

As part of PMP's initial analysis, we will often visit in person to evaluate the area's **demographics**, shop the **competition**, and scope out the local **media**. The information collected goes toward creating a **customized advertising campaign** for the retailer's promotion.

Meanwhile, our talented partners at Tango Media perform an intensive **market research**, assimilating gathered data to form an accurate picture of the consumer/media landscape with which we will be working.

Open lines of **communication** are established and maintained at all times between the retailer and our Advertising Coordinator.

TRAINING & MOTIVATING PERSONNEL

A motivated, educated, trained and engaged sales staff will drive incremental revenue and **profitability** to your store. During a Restructuring Sale, PMP provides qualified, experienced and talented personnel who collaborate with your staff - teaching and training them how to incorporate the **changes** needed for success.



WHEN ANALYZING YOUR PERSONNEL, PMP LOOKS FOR **ANSWERS** TO MANY QUESTIONS, INCLUDING THESE:

*Is the staff properly trained and educated
on their roles?*



*Are the sales people motivated, excited,
confident, engaging and likable?*



*Do they recognize the value of relationship
building and consultative selling?*



*Do they know how to effectively and
comfortably close a sale?*



*Do they know what to say, how to say it,
and have they customized the concepts into
their own style?*



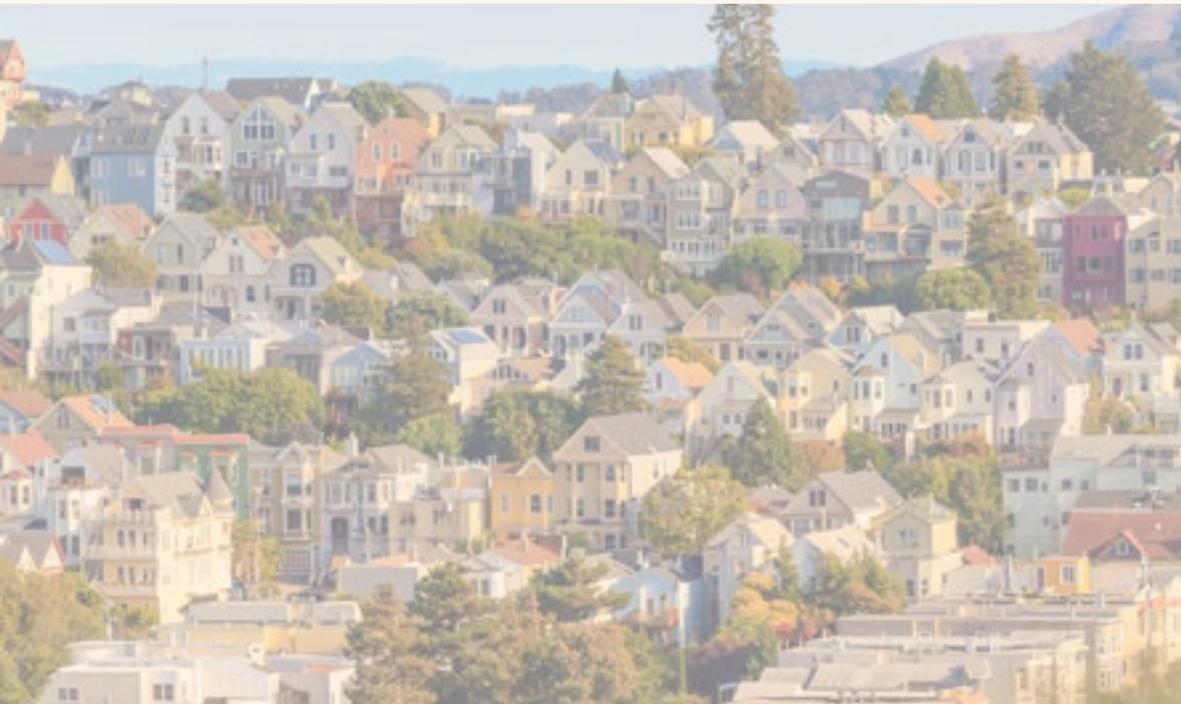
When was the last sales training session?



EXPANDING

MARKET SHARE

The average US household spends more than \$2,000 per year on home furnishings, according to the US Census. Take a look at **your community** and surrounding neighborhoods. How many homes are within a 10-mile radius? How about a 20-mile radius? Find 50,000 nearby homes and you will find **\$100,000,000** being spent each year on home furnishings. There is massive **opportunity** within easy driving distance of your store, and we know how to help you get your share.



THE SALES PROCESS BEGINS WITH ADVERTISING AND CONTINUES THROUGH THE DELIVERY OF THAT ITEM AND BEYOND.

There is a **moment of truth** that defines a business' market share. The moment when the **customer** exchanges money for a product or service.

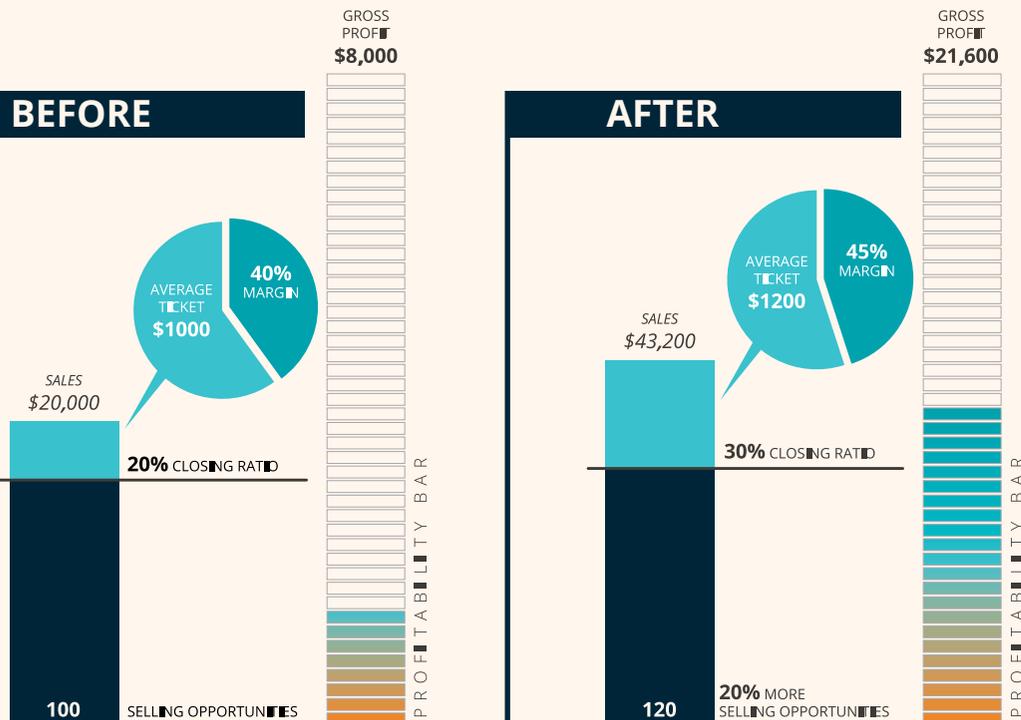
What is the entire **sales process** surrounding that moment of truth? How can it be **improved?**

These are the answers we look for in order to **expand** your capacity for a larger market share.

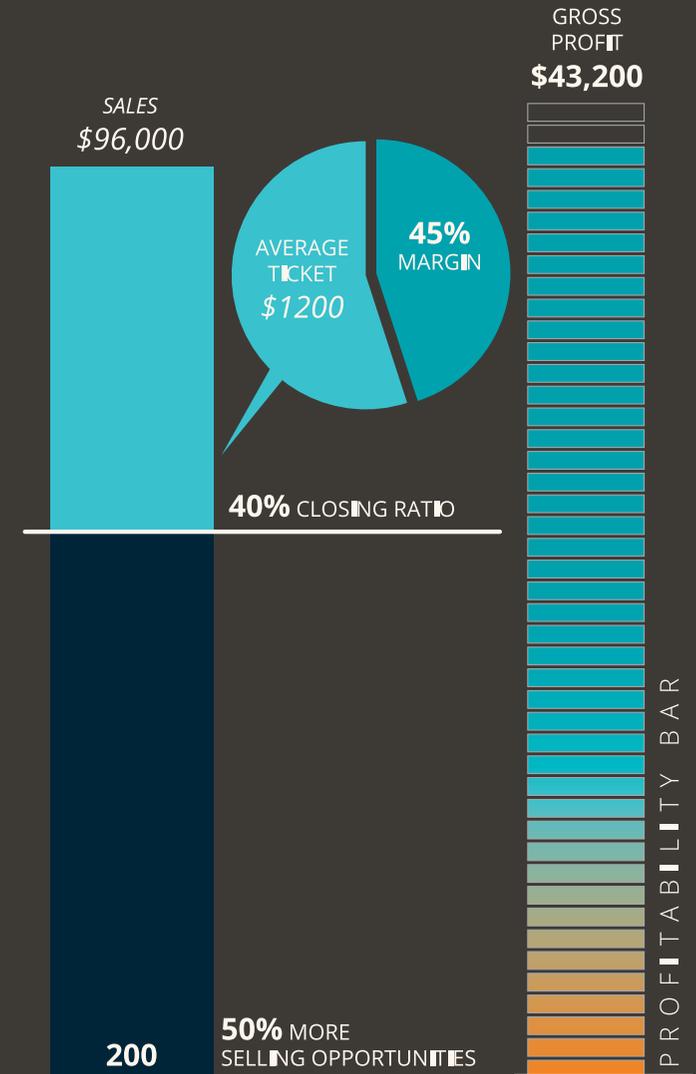
INCREASING

CLOSING RATIO & GPM

If a store's *closing ratio* is 20%, then what would be the impact of increasing that to 30%? Then, consider the impact of adding 20% more *selling opportunities*. Also, what would happen if each sale generates an additional 20% in *revenue* on products that have 5% better *margins*, purchased with 10% better *terms*? Look at the before/after charts below to see what an average store can do with just these *minimal* improvements.



IF MINIMAL IMPROVEMENTS PRODUCE SUCH **REMARKABLE RESULTS**, IMAGINE WHAT A RESTRUCTURING SALE WOULD DO!



PLANNING FOR **CONTINUED SUCCESS**

The action plan that PMP presents to a retailer will provide **solutions** to immediately improve operations and attain short-term goals. The Restructuring Sale event itself puts these recommendations into action, with our experts showing the retailer and his staff the way to **implement new practices**.

At the conclusion of the event, the store will have undergone an evolution that leaves it **self-sustaining**, with better **cash flow**, and on its way to **long-term profitability**.



THE BEST PART ABOUT A RESTRUCTURING SALE IS THAT THE RETAILER ACTUALLY **MAKES MONEY WHILE IMPROVING AND **GAINING KNOWLEDGE**, INSTEAD OF THE **OTHER WAY AROUND**.**

Stores that are successful, yet still rely on old systems of operation, begin to find **profitability** a fading dream. These businesses need an **infusion of cash**, a new concept to begin making money again, and a **strategy** to continue being a profitable business.

The promotion not only **pays for itself** and PMP's involvement, it also generates additional money in the retailer's pocket.

CONCLUSION

PMP is *dedicated* to helping the independent furniture retailer improve business.

We require *no money* up front, our services *extend beyond* what other promotion companies offer. We are paid strictly on *commission*.

A retailers first step toward increased profitability is a *free consultation* with us.

CONTACT US NOW TO SCHEDULE YOUR FREE CONSULTATION.

NO OBLIGATION. COMPLETELY CONFIDENTIAL.



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CLIENT TESTIMONIALS



"I trusted you because I had a good sense about your integrity. Amazingly, we made record-breaking sales two consecutive weeks during the promotion, and this entire year has been a milestone in China Towne's history due to PMP's involvement."

Jay Yennock
Owner

THE ONE **BIG** STORE IN SOILEY
CHINA TOWNE
— FURNITURE and MATTRESS —

"Both Ron and Hector were always available for calls or any concerns we had during the event. They both took a very personal interest in our store always looking for ways for us to be better retailers. They're not just a promoter as they take a consultative approach and we certainly appreciated it."

David Meril
President

Treeforms
FURNITURE GALLERY



"Back in 2017 when my father wanted to retire, knowing PMP Sales was a service provider for our buying group Furniture 1st, we hired them to run an eight-week sale. Results were tremendous; tripled our volume, increased our margin by three points, liquidated stale inventory and left our reputation in tact."

Sarah Bumps
Owner

Davis
FURNITURE and MATTRESS

Solutions Partner for



Proud Member of



Official Service Provider for

FURNITURE 1ST[®]
FURNITURE BUYING GROUP

FMG FURNITURE
MARKETING
GROUP



Promotions Mean Profits

