

LIMITED SPOTS!

Secure your spot for training at market when registering on shawshows.com.

Space is limited. Register today!

(Training not available in Toronto.)

AVAILABLE SESSIONS

ATTRACTING CONSUMERS IN A SLOWER ECONOMY: Coming out of the pandemic the industry was booming. Everyone was redoing their space so they could live and work in luxury. Today, times have changed. Suddenly, the days of "6 weeks out" are gone and attracting new consumers is on everyone's mind.

During this session participants will learn:

- Creative ways to engage consumers via traditional and digital solutions
- How to tie local marketing efforts to the bigger brand spends to get more return on the local investment
- Best practices from other retailers

RECRUITING, HIRING AND RETAINING TALENT: Hiring top talent is not by accident. You have to work at it. During this session, we'll show you how to attract and retain the industry's best. You can expect to learn:

- How to recruit talent that will fit in with your company culture
- How to hire the right candidates and retain them over time by implementing a few simple retention tools

INSTALLATION SOLUTIONS WITH FCEF (FLOOR COVERING EDUCATION FOUNDATION): During this session, you will hear from key leaders within the Floor Covering Education Foundation that are solely focused on solving our industry's biggest issue: installation.

You will learn:

- About key initiatives for recruiting new installers locally
- How to engage with local high schools and community colleges with accredited curriculum
- And about other services and solutions available to dealers to help train the craftsmen and women of the future

ELEVATE YOUR CONSUMER EXPERIENCE AT RETAIL:

During this session, you will learn about consumer expectations, needs and behaviors that are keys to formulating a consumer experience that elevates your position in the marketplace.

Expect to learn:

- What is most important to consumers when shopping for flooring
- Who they trust
- How to better engage with them

HOW TO SELL FINANCING: Research tells us that the average ticket price goes up when a consumer finances their purchase. During this session, we'll talk about when to bring up financing, how to talk about it with consumers and leveraging it for another room, or a room upgrade in the process.

DESIGN 101: Participants will identify current and upcoming design trends through a presentation of Shaw's design research, review recommended resources to continually tap into upcoming trends in home decor and how to combine those trends with flooring selections.

PET PERFECT: We love pets almost as much as we love our floors. During this session, participants will learn about all of our Pet Perfect and Pet Perfect + offerings – including our new hard surface solutions. Plus, gain confidence to lead conversations with consumers around Pet Perfect protection and warranties, carpet construction, backing, color, design and padding options available.

GIVE US THE WORX WITH TOTALWORX: During this session participants will learn about our various flooring accessories in the Worx and what makes each a must-add to every order placed with Shaw.

EXPERIENCE THE DIFFERENCE - ANDERSON TUFTEX 2024: Participants will get a closer look at 2024 products, hear the inspiration behind the new introductions and discuss brand strategy moving forward to locally leverage maximum ROI.

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