

High Point Market is right around the corner!

April 20th-April 24th

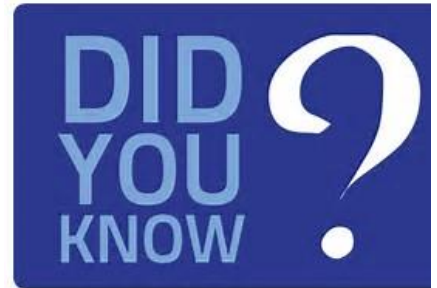
We are now making appointments!
Please contact Karen in my office to schedule your time to visit our showroom!



sierrasleep™

Signature
DESIGN
BY ASHLEY

We ♥ Our Customers



Furniture orders rose 8% in November!

No animal should ever jump up on the dining room furniture unless absolutely certain that he can hold his own in the conversation.

Fran Lebowitz



Spring begins on March 20th!



Time to start planning your WINTER clearance event!

Use bright color tags to mark your floor samples! Why not make tags in the shape of a SNOWFLAKE for those floor samples you want to sell, and display your NEW products with a SUNSHINE shaped tag!

Ashley Furniture is:

- **The largest Casegoods manufacturer in North America**
- **#1 searched furniture term on Google in USA**
- **North America's largest importer of furniture**
- **Has over 7000 SKUS**
- **Approaching 30 million pieces sold annually.**
- **Ashley sells furniture in 123 Countries!**
- **Ashley has over 800 tractors and 2,000 trailers making up the industry's LARGEST FLEET!**

Furniture is Ashley's passion

Great Product design doesn't end with a great sketch!

Ashley's in house Designers & engineers react quickly to consumer trends. Talented and ambitious, they travel the world to gain an understand of the latest trends to discover innovative emerging materials and technologies, working closely with one another to assure that the product is properly executed. This approach contributes to Ashley's ease of manufacturing, cost control and speed to market.

LOOK

Take a look at some of the NEW products in the Ashley Casegoods product line!



B560



B718



D372



D645



Signature
DESIGN
BY ASHLEY



Anchor IT! & Prevent Tip-Over



The threat is serious but the solution is SIMPLE!



1. Always anchor TV's and furniture to prevent tipping
2. Avoid keeping items such as toys and remotes in places where kids might be tempted to climb to reach them.
3. Unless designed to accommodate, never set TV's or other heavy objects on top of furniture



**Request a Free Furniture
Tip Restraint: (800) 477 2222**

GMROI

Gross Margin Return On Investment- is an essential retail performance indicator! The Key to successful management of GMROI is the successful management of a retailers largest investment... INVENTORY!

Keep your stock tight and lean!

SPOT YOUR WINNERS!
MOVE YOUR LOSERS!

Gay can help you identify what your best sellers with Ashley are!
Call today to set an appointment for her to visit your showroom!

WE ARE A TEAM
****T**ogether **E**veryone **A**chieves **M**ORE!

Bedding Spot

Ashley continues to ROCK the marketplace with their Sierra Sleep line of bedding! If you are not retailing this yet, DON'T MISS OUT. Contact Gay TODAY for more information!

Most consumers make the decision they want a new bed, and do NOT want to wait a week for delivery. We suggest you keep one to show, and one to GO of your best sellers!

Ashley M829



Ashley M905



Ashley M798

Ways to Form STRONG customer relationships



If you receive a bad review online, comment on it!

Tell the reviewer to come in for a better experience! It works!

Show your product in ACTION!

Don't just post plain old product vignette pictures! Have your employees or guests sit at the dining table and take a pic! It helps consumers picture themselves using the product!

RESPOND to Social Media Interactions!

If someone reaches out to you on social media, don't leave them hanging. Respond, even if it's a quick "Thank you". Don't ignore them! This is a chance to create a lasting relationship!

Social Media's role will continue to grow in importance for retailers throughout 2017. The earlier you start using social media to create relationships with customers, the easier it will be in the future!

Found in February issue of Furniture Today
Written by Alex Milstein

It's a percentage game

52%- That's the percentage of Millennials who say they use reviews to research mattress brands.

5%- That's the percentage of retail sales associates who always discuss reviews when selling a mattress. Product reviews are important to 82% of mattress shoppers, retail sales associates should always discuss reviews when selling a mattress!

58%- That's the percentage of sales associates that sometimes discuss product reviews. There is no excuse for the sales staff to be so out of sync with customers on this issue.

71%- That is the percentage of sales associates who never encourage customers to write a review after buying a mattress. Product reviews are important, and one way to build up a base of good reviews is SUPER simple: ASK FOR THEM!

Percentages are why I am rich.

Brigitte Bardot



OH SNAP!



Snap Facts

50% of New Users are over 25 Years Old, Plus 50% of users are on EVERY single day!

60% of Americans Between the ages of 13 and 38 are snapchat users.

60% of College Students would purchase from a store if they are sent a coupon on snapchat.

Ideas for using Snapchat for your business

1. Daily Snapchat Stories

Give them a sneak peak of what just hit the floor, what's on sale, or just about to go on sale!

2. Floor Model Snap Sale

Need to sell a Floor Model? Snap it and send it to your followers! If the deal is good enough, trust me, they will be in touch!

3. Snap Story Telling Time

Send a SNAP every day for a week. Each day is a piece of the code to the story you want to tell. At the end of the week, the customer now has a discount code to buy from you online, or in the store! Perhaps they will win a prize, or are entered to win a price.

Did you KNOW?

Billboard advertisers have 7 seconds maximum for customers to consume their message?

Look at it this way...

SNAPCHAT is a billboard, but on a mobile device and with 3 more viewable seconds.

It's Free

And customers opt in.

START A SNAPCHAT account!

Step 1: Download the Snapchat app on your smartphone.

Step 2: Create a unique username

Step 3: Get the word out and smart promoting!



Happy

Valentine's Day!

**If you are need of anything,
please feel free to contact us!**

WE ARE A TEAM!

Your Ashley Casegoods Team!

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Visit Our Website

<http://casegoodsgal.com>

