

The Casegood Gal

HPMKT

HIGH POINT MARKET

October 13th-October 17th

We hope to see you there!



**There is no substitute for hard work.
-Thomas Edison**

There are 3 Levels of Mastery

1. Cognitive Mastery: Understand it
2. Emotional Mastery: Feel It.
3. Physical Mastery: Doing it Time and Time again



Dining Season is Almost Here! Make sure your showroom floor has a good selection of casual and formal dining sets!

If you are closed on Labor Day Monday September 4th, and not receiving deliveries please email Karen, centraltxcg@sales.ashleyfurniture.com

How is your website looking? Are you happy with it? If not, just ask us! We are happy to assist in making it a successful tool for you!

hello
AUGUST
be good to me ok?

Labor Day Facts

- The First US Labor Day was in 1882 in NYC!
- Oregon was the 1st State to celebrate Labor Day as a legal holiday in 1887.
- It became a Federal Holiday in 1894
- Labor Day is dedicated to the social and economic achievements of American workers.
- **SO: THANKYOU** for contributing to the strength, prosperity, and the well being of our great Country!

BACK TO SCHOOL MARKETING

Signature
DESIGN
BY ASHLEY

Choose to buy Extraordinary!!



Back to College spending is expected to hit an **ALL TIME HIGH** this year! Projections on furnishings are expected to hit the \$6 BILLION mark this year according to the National Retail Federations annual survey. So how do YOU get your fair share of the sales? Its easy, you have to get on their shopping list. Give them a reason to come into your store. The average college student and their families plan to spend \$969.88 on their back to college needs. They are shopping for dorm and apartment furnishings, electronics, snacks and food. It is important that you are displaying current styles and trends, and furniture that is smaller scale, and of course affordable. Here are some of our suggestions to build your sales this month!



B011 Headboards!
Twin Cost \$49.99
Full Cost \$59.99



D385-223 5 PC Set
Cost \$179.99



B280-571 Twin Bed
Cost \$89.99



B171-120 Bookcase
Cost \$119



B217-46 Chest
Cost \$95



B171-21 Dresser
Cost \$125



D548-324 Stool
Cost \$45

At the End of June Gay had the pleasure and honor of attending a Tony Robbins conference, “**ASHLEY DOMINATION**” in Tampa, Florida. It was 5 days of positive speakers led by Tony Robbins himself and activities with her Ashley peers. She wanted to share some her notes with all of you. After all, a Positive attitude is SO contagious!

How you react depends on your focus, not the situation. Your Mental State depends on how you react to situations. This is where I think roll playing with your sales people is important. Do they know how to react to rejection from a consumer? We should all strive to be PROACTIVE not Reactive.

Grace. Call it God or Universe, or divine intervention.. The more grateful you are, the more you get. Change your expectation for appreciation and it will turn your life around.

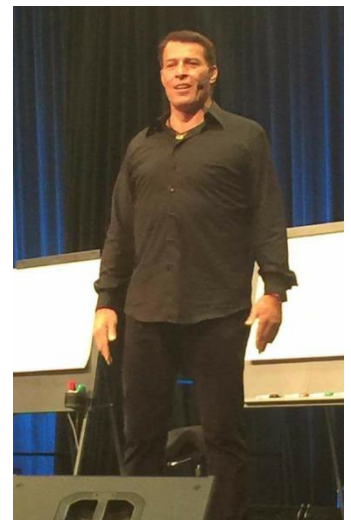
Your Blueprint. Stress occurs when your actions deviate from your blueprint. Don't blame yourself, others or events. Either change your blueprint or change your life conditions.

Success and Failure. You can learn from failure, you cannot build on it! You can only build on success. Let the first experience be successful. Success without fulfillment is the ultimate failure. Failure is NOT losing. Failure is not succumbing to the fear of losing.

Leadership is the choke hold for a company's growth. Leaders do not react they anticipate.

Business. If we don't create a great guest experience in the store, the customer will shop online. Technology will decide how viable you are. You cannot manage what you do not measure. You get paid for results, not for good intentions. New Results need NEW behavior.

Personal. Don't overthink. Trust your instincts! Follow the trail of your stress to uncover your deepest fear. Anybody can start something, very few people complete them. Emotions are the ultimate resource. The most emotional skill in life is mastering your emotional state.



hook

It's no secret it is easier to get a consumer to purchase from your store if you are offering a gift with purchase. Who doesn't want something for free? As your Marketing Specialist team, we are FULL of ideas and contacts for great "Hooks" to get them in YOUR door. Here are just a few.

Please contact Gay TODAY for more information!



Tervis Tumblers

\$9.99 each
Min order 100 pieces

ECO BBQ Set

\$13.70 each
Min order 25 sets

OUR MOST AMAZING
**SALE EVENT
EVER!**

INCREDIBLE FREE GIFTS WITH PURCHASE!



6' Beach Umbrella

\$16.20 each
Min order 50 Pieces

Koozie Picnic Basket

\$22.00 each
Min order 24 pieces



Mesh Folding Chair

\$14.00 each
Min order 24 Pieces



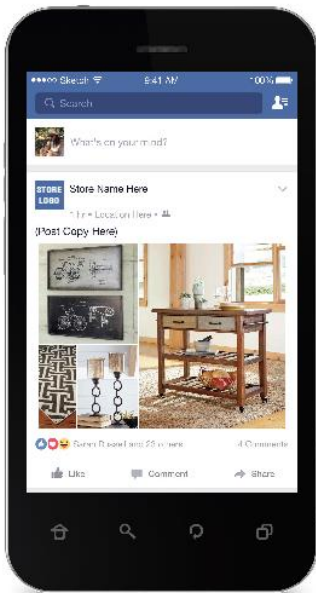
AllStar
incentive marketing

Engage.
Motivate.
Reward.

DO YOU KNOW HOW TO USE



If you answered **NO** to this question Email Karen at centraltxcg@sales.ashleyfurniture.com TODAY and ask her to send you the step by step guide on on how to use Facebook to help boost your business! Join in on the **FREE FUN!** 42% of Marketers report that Facebook is critical to their business! Worldwide there are over 1.94 BILLION Facebook users! Be part of the **NATION!**



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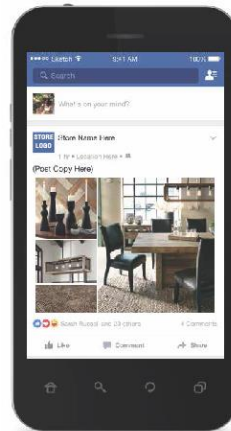
A1000262, L430164, R400792, D300-466



SAMPLE POST COPY

Style (and value!) are served! Instantly organize your kitchen utensils, pretty dishes and towels with the Marijo kitchen cart! Lockable caster wheels make these urban farmhouse-styled pieces roll with ease!

D300-266, L000508, R400382, A2000230



Dishing out easy style and earthy character is our Sommerford Dining Room Set. With its table crafted with solid, reclaimed pine in a butcher-block design and to chairs upholstered with a luxurious leather-like fabric, this set is sure to impress everyone around your table.

SKUS: A2000126, L000588, R400152, D775-0225-60



Dine in design that is as delectable as your dinner. Our Barenburg Dining Room Set is fresh and fancy with it's nailhead trimmed and plush tweed gracing the chairs and it's elegantly turned legs supporting the table.

SKUS: D006-01-35, A8000145, A2000285, R401912

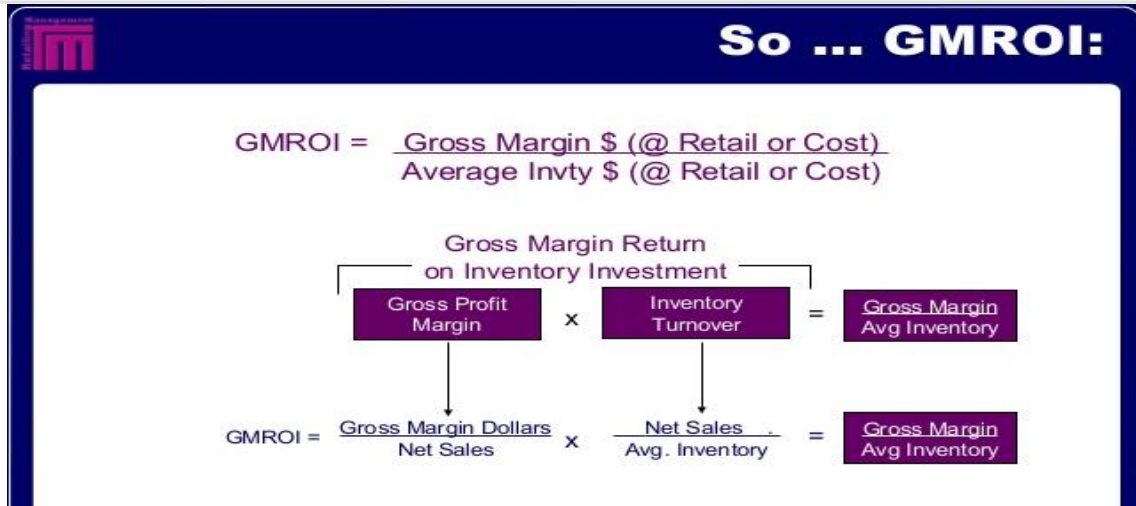


Have your cake and eat it too with the Trudell Dining Room Set. Not only does the elegant design appeal to your upscale taste, it is also serves up a generous helping of quality and satisfaction as it is made with solid pine wood.

SKUS: D668-01-02-50-60, A8010020, A2000175, R400051, D668-60

Contact Gay about scheduling your individual marketing session. Ashley has a **TEAM** of people that want you successful! We are in this together. **Teamwork makes the Dream work!**

Take a good look at your Floor Models. Spot your Winners, and MOVE your Losers! This is a Perfect time of the year! Summer End Clearance. If it isn't selling...Move to a different spot on your floor. If it doesn't sell then. MOVE IT OUT. Clearing out the poor sellers in a more timely manner minimizes both inventory investment and the fixed expenses associated with carrying your inventory. Get a handle on what is HOT and what is NOT! After all, we are in this to be successful and profitable, Right?



Sales

- Sales per Square Foot = Total Net Sales ÷ Square Feet of Selling Space
- Sell-Through % = Units Sold ÷ Units Received
- Gross Sales ÷ Number of Transactions = Sales per Transaction
- Net Sales ÷ Number of Employees = Sales per Employee

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For each dollar you have invested in inventory, how much profit are you getting back?

**Do you know your Stats?
You cannot improve what cannot be measured!**

Listen to your consumers. Why didn't they purchase from you? Did you not have what they are looking for? Are you missing out on a Hot Trend? Keep track of the reasons people don't buy. Maybe you need to change up your merchandising plan a little?

Have you heard of BIRDEYE? They are an all in one platform that drives your customers to become YOUR marketing engine! They close the loop on customer experience and business reputation. They give businesses complete control of ratings and customer experiences. Visit www.birdeye.com for your free trial!



what's new

B221
Available 8/21



Available 8/7
B268



Shipping NOW
D397



B218 Shipping NOW



Available 8/21
B273



Available 8/14
D338-425



Do you know how to increase your sales per square foot in your bedding department?? Its EASY! Add Our Line of Upholstered & Metal Headboards to your displays! We have quite the selection! Having a Mix - Matched look of wood and upholstery in the bedroom is trending today. Have the looks your customers want!



NOW SHIPPING
B280-181 Queen Bed \$169.99
B280-182 King Bed \$199.99

NOW SHIPPING
B130-481 Queen Bed \$99.99
B130-482 King Bed \$119.99



NOW SHIPPING
B600-657 Queen Headboard \$119.99
B600-658 King Headboard \$149.99



NOW SHIPPING
B600-557 Queen Headboard Only \$119.99
B600-558 King Headboard Only \$149.99



NOW SHIPPING
B107-81 Queen Bed \$179.99





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

WE ARE A TEAM!



“THE HAPPIEST PEOPLE DON'T HAVE THE BEST OF EVERYTHING, THEY JUST MAKE THE BEST OF EVERYTHING!”

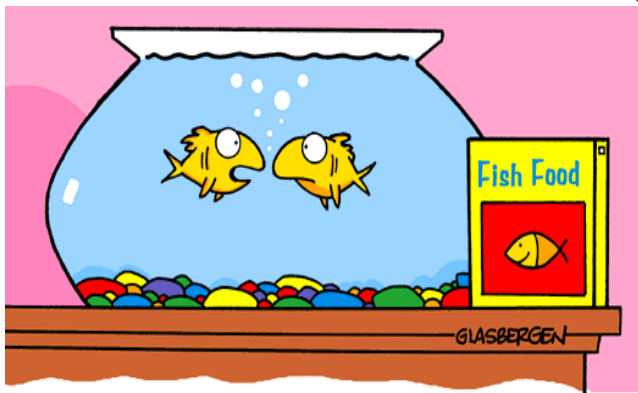


Your Ashley Casegoods Team!

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Please make it a habit to check our website often. It has the recently discontinued items posted, and lots of great information. If you have any suggestions for our website we would love to hear them!

Visit Our Website

“The colored stones were fine when we were first married, but isn't it about time we got some real furniture?”

<http://casegoodsgal.com>