



For a preview of
The Professional Selling Process,
check out the video clip at
www.nhfa.org
in the Education Section.

CLOSE-OUT PRICE
\$298

Limited Quantities Available

INCREASE YOUR SALES ... WITH THE PROFESSIONAL SELLING PROCESS

Introducing the industry's favorite dynamic in-store furniture sales training program, The Professional Selling Process. This program, brought to you only by NHFA, is an industry-wide success.

WHAT DOES IT DO FOR YOUR STAFF?

This in-store sales training program will help your staff:

- Build stronger customer relationships
- Learn greeting techniques and how to analyze personalities
- Understand needs and maximize customer satisfaction

WHAT DOES IT DO FOR YOUR BUSINESS?

The Professional Selling Process will help position your company as a destination for target customers. What consumer doesn't want to shop where the staff recognizes and meets their needs, provides exceptional service, and listens?

HERE'S WHAT YOU GET:

- 16 videotapes (each 16-20 minutes long)
- 4 Sales Personnel Workbooks, each with a set of audio tapes
- 1 Sales Training Facilitator's Workbook, with a set of audio tapes



FURNITURE FACTS

The 21st Century Edition

This pocket-sized handbook is a handy reference tool for anyone in the home furnishings industry and a **MUST** for salespeople and students!

This book features sections on furniture history, furniture construction, care and maintenance of all furniture types, interior design, color wheel and a quick reference table of contents.

Non-Member Price \$30

Member Price \$25

2008 RETAIL PERFORMANCE REPORT

NHFA's Retail Performance Report is an annual survey of operating statistics and industry best practices and is the ultimate guide to measuring the productivity and profitability of your company.

The report is based on operating figures provided by representative retailers in every part of the country.

This detailed report allows for comparison of your figures against industry averages for productivity and profitability. You also can measure your performance against achievements of the most profitable home furnishings retailers in the country.

Comparatives by sales volume, geographic region and product emphasis enable you to pinpoint weaknesses to be worked on and strengths to be emphasized. A special section of the report includes compensation data for fifteen job titles common throughout the home furnishings industry. These positions are the most frequently requested by those who contact NHFA for compensation information.

**Pricing Information
Year Format**

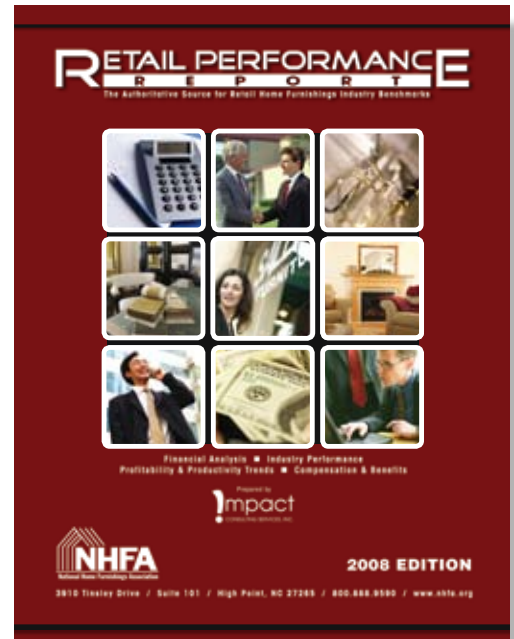
2008 PDF
2007 PDF on CD
2006 PDF on CD

**Non-Member
Price**

\$400
\$200
call for special pricing

**Member
Price**

**\$200
\$100**



**NHFA'S
PROFIT WHEEL**

- Know Your Profits!
- Profit on Cost
- Profit on Selling Price
- Instructions on back of wheel

Item# Profit Wheel
Non-Member Price \$6/each
Member Price \$5/each



**MOHAWK™ INTERACTIVE
TRAINING DVD'S**



Buy ALL 3 DVDs for the price of 2!!
Item # M900-0040
Non-Member Price \$134 **Member Price \$112**

WOOD TOUCH-UP AND REPAIR

Item # M900-0010
Non-Member Price \$67
Member Price \$56

**LEATHER TOUCH-UP, REPAIR,
REFINISHING & MAINTENANCE**

Item # M900-0020
Non-Member Price \$67
Member Price \$56

PROFESSIONAL FINISHING SYSTEM

Item # M900-0030
Non-Member Price \$67
Member Price \$56

**MOHAWK MIXING
COLOR WHEEL-
POCKET SIZE**

Mixing Guide Color Wheel teaches the basics of color theory and is a big help in matching any color starting from the primary colors.

Item# M115-3050
Non-Member Price \$11/each
Member Price \$9/each



**VISUAL BUSINESS SOLUTIONS
VIDEO SERIES**

**Effectively Train Your Delivery
& Warehouse Personnel**

Train New Hires / Brush Up Skills of Veteran Employees
Eliminate High Turnover / Create More Efficient Operations
Improve Overall Customer Satisfaction

Delivery: The Ultimate Impression

Item #: INFO DELV DVD
Non-Member Price \$79.95/each
Member Price \$29.95/each

Warehouse Procedures: Bottom Line Performance

Item #: INFO WHSE DVD
Non-Member Price \$79.95/each
Member Price \$29.95/each



Running time: 20 min
Developed by National Home Furnishings Association