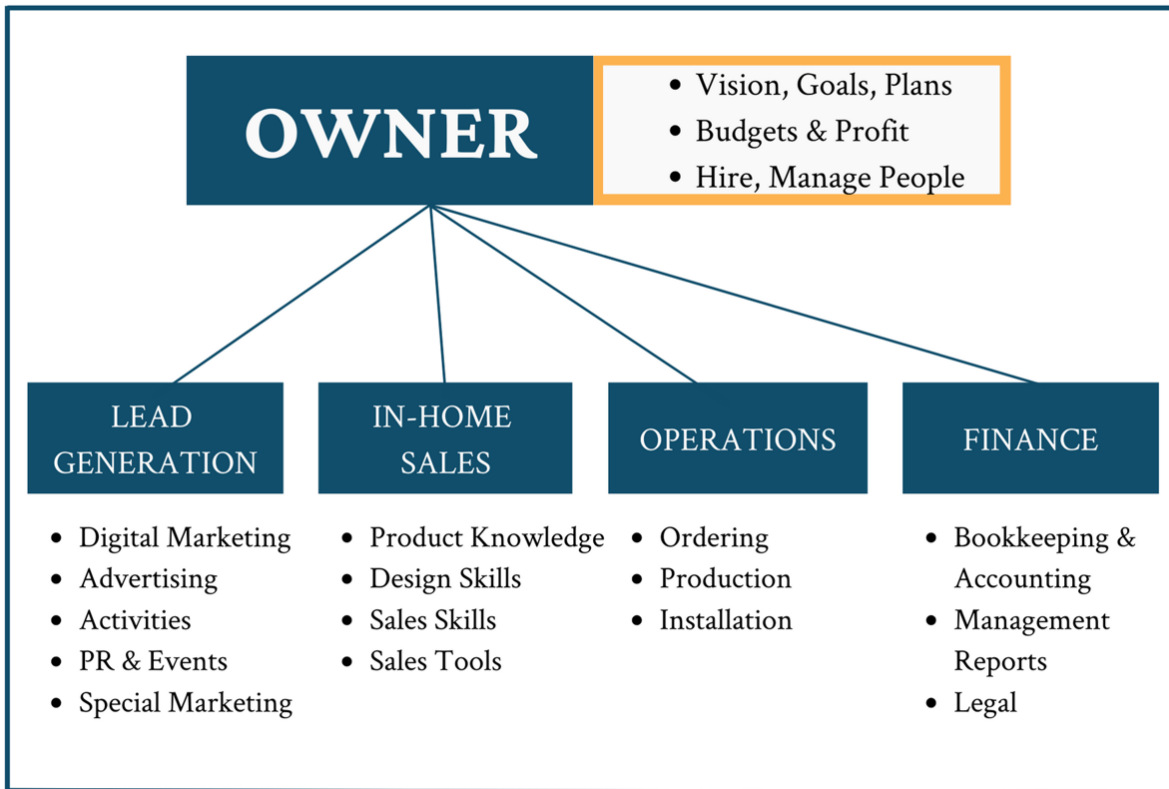


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WINDOW COVERINGS ORGANIZATIONAL CHART



Understanding specifics of each department

Owner

- Visions, Goals, Plans - only the owner can decide the business model and goals
- Budgets and Profit – owner decides profit goal and how to get it.
- Hire, Manage People – owner needs employees (contractors), and skill to guide them.

Lead Generation (Past Customer Marketing, a priority, includes multiple areas)

- Digital Marketing: Website, Email, SEO, PPC, Social networking, and all things Internet
- Advertising includes newspaper, broadcast, direct mail, and all paid media
- Activities includes flyers, 9-arounds, yard signs, phone calls, networking, and more
- PR and events: home shows, customer appreciation events, press releases, etc.
- Special marketing is for affinity groups: realtors, builders, teachers, and other groups

In-Home Sales

- Product knowledge. Learn it from suppliers, colleagues, and special training
- Design skills. Even blinds specialists should read design magazines and learn basics
- Sales skills, the most important of all. Learn "Make A Friend" 7-Steps Selling System
- Sales tools – samples, brochures, Unbeatable 4-Way Guarantee, demonstration aids

Operations

- Definition: everything after receiving a signed customer order until a happy installation
- Ordering: from suppliers, tracking delays, customer followup, and checking deliveries
- Production: includes fabrication of draperies and blinds products by you or suppliers
- Installation: scheduling, on-time delivery, and successful install with customer sign-off

Finance

- Bookkeeping and accounting: receiving cash, paying bills; done in house or contracted
- Management reports: KPIs (Key Performance Indicators) for monthly appointments, closing rates, average customer sale, and gross profit, plus P & L statements
- Legal compliance includes workman's compensation, payroll taxes, tax filings, etc.