

ROOTNOTES

News, Commentary, Insight from

Mike & Jay Root

FSMA Celebrates 60 Years As the Foremost Authority On Innovative Marketing For The Home Furnishings Industry

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**Award Winning Salesmen,
Marketer & Entrepreneur**

Mike's Moment: How Are We Going To Help You This Summer?

Summer is one of the toughest seasons for a sales rep if you want to grow the business. The hectic pace of North Carolina market follow ups are mostly over. And when business is softer, retail buyers are less inclined to make appointments (even though I always have something interesting to show when given the chance). The biggest challenge is the next deluge isn't until October so without some outside motivation, a rep can find himself or herself losing two or three months of productive time.

Jay, Cristie, Lisa and I have been discussing projects we will be working on this summer. I hope they read my column to know I am serious about getting some of these started.

This is the 60th Year of Furniture Sales of Mid-America. Come around the October market I would like to have the branding collateral like logo, colors, etc. updated. We have a lot to celebrate entering the business's seventh decade.

Another top priority will be update our mailing list by customer and by factory so we can offer a little more tailored communications. If we have dining closeouts, we want to let all our dining buyers who are interested in closeouts find out immediately. Allows you to get an early look at specials if you have a need.

I also want to update our website. The challenge is to identify what my retailer partners would really expect on my website. I would think a repository of closeouts would be meaningful. We also get similar questions on each factory so I am thinking of a Frequently Asked Questions portal that retailers or my office can easily look up when questions arise. Since factories already have websites with all the product pictures, possibly a link over to these catalogs would be good.

I could really use your help in telling me what you would like to see from us in a new website.

Of course we would love to visit with customers that have been elusive to our calls so we can update you on new products for the Fall. Many of my factories have special merchandising deals as well as terms. We would love to put products in place so you will be set when the business turns around this Fall.

Our team will also be out training in stores & checking product displays. Cozzia especially benefits from training due to the complexity of the offering. But sales training in general helps move product. I encouraged Ernie Rockhill from Hi-Rock Home to consider putting together a leather University. He is arguably one of the best leather experts in the entire country owing to spending a career selling leather and understanding the nuances. Retailers that buy from him will get such incredible training on leather that they can't help but be successful selling not only his leather products but also competitor's products because retail sales people will be armed with more knowledge about leather than the guy down the street. I truly believe the amount of time and effort Cozzia puts into it's training of the retail sales associate is a key factor in their success and dominant market penetration. Would a consumer buy an \$8000 massage chair from Costco or a Cozzia Chair Doctor from a trained professional. The numbers show that Cozzia is by far the leader in sales.

July holds a trip to the Atlanta Casual show and Las Vegas market as well as a factory trip to Mexico and a family vacation to Lake Okoboji. I'd like to tell you I was going to play a lot of golf, but looking at the calendar I am not sure when I can fit it in.. As always let me know what we can do to help you. Happy summer!

Lifetime Achievement Awardee Fran Coleman



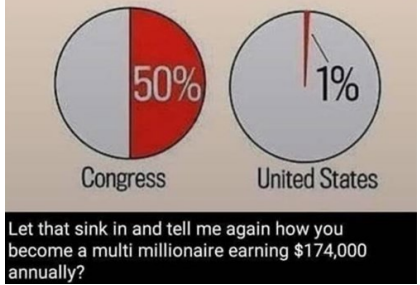
Fran Coleman from American Furniture Warehouse has received the Lifetime Achievement Award from Furniture Sales of Mid-America. Fran is retiring after decades as buyer of dining, bedroom, and outdoor furniture. He was everything you would want in a buyer. He was cordial to all, he treated associates and reps with respect, and kept lines of communica-

tion open. He did not buy near as much from me as I thought he should (Who does?), but he was always fair. I learned a lot about the business working with Fran. We wish him well in retirement with his wife Liz. And yes, the reason the jokes are expanded this month is in honor of Fran who always loves a good laugh. Best wishes Fran for this next chapter.

Lots of Funnies off the Internet . . .



Percentage of Millionaires



The guy at the furniture store told me the sofa would seat 5 people without any problems. Then it occurred to me, I don't think I know 5 people without any problems.



Law of Logical Argument

-Anything is possible IF you don't know what you are talking about.

We Do Not Have * Wifi... * Talk To Each Other Pretend It's 1995



The manager at our local IKEA is retiring, so I sent him this cake...



"You have fits of rage, followed by temporary spells of euphoria, all within several hours. Are you, by chance, a golfer?"

A 70 year old man asked his wife:

"Do you feel sad when you see me running after young girls?"

Wife replied:

"No, not at all. Even dogs chase cars they can't drive!"

"you left the toilet seat up"



CAUTION: DEER DANCE-OFF AHEAD IF YOU PROCEED, BE PREPARED TO "BRING IT"



Before we work on Artificial Intelligence... Why don't we do something about Natural Stupidity?

Funny Quote: "What happens if you get scared half to death twice?" - Steven Wright

NEW VENDOR ANNOUNCEMENT: SOPOLY Casual Furniture



There are several things that caught our eye about Sopoly outdoor furniture and why you should shop them at the upcoming Atlanta Furniture Show if you are going there in mid-July. They will have a space in Building 1 on the 7th floor in showroom 7-1218.

Here's the Cliffs Notes:

1. Sopoly is an outdoor furniture manufacturer that makes the entire product in house from extruding the lumber to the finished furniture. They control the all aspects for a top quality deliverable product.
2. Sopoly is a Made in USA. That story resonates with consumers and allows better turnaround times on special orders. The factory is located in an area that is easy to arrange freight transportation.
3. The "lumber" is actually solid resin extruded using recycled plastics. The Sopoly facility in Eastman, Georgia produces a denser product that enhances durability and strength for longer lasting furniture.
4. The 3/4" lumbar features a slight wood grain texture adding to the natural beauty and visual interest in the slats. It has a wood-like appearance with durability and low maintenance benefits.
5. Sopoly also offers a custom order program that offers over 40 different color combinations—including two tone coverings at the same cost as single color finishes. The colors with high quality pigments and UV inhibitors are baked right into the poly lumbar ensuring the colors stay vibrant and true for the life of the product.



There are a wide range of dining, counter and bar height furniture options. The seating is built with ergonomic support featuring contoured seats and backrests that conform to the natural curves of the body for a comfortable dining sit. The product is weather resistant, easy to clean utilizing colorfast technology.

Sopoly can also be used in commercial contracts such as restaurants, hotels, resorts, parks & golf courses which all require durable outdoor furniture. Sopoly also has custom engraving options.

Give us a call at 402-391-2166 or send us an email at support@furnituresales.biz to schedule time to show you the products.

Jay's Jots: Summertime

As many long time readers know this space in the newsletter was reserved for the thoughts and ramblings of our founder Emmet Root. It is with great pleasure I am announcing with this issue the baton for this column has been passed to Jay, Emmet's grandson. No doubt the writings will be different as one wrote from a lifetime of experiences in the industry while Jay will write about his experiences as he grows in the business. Hopefully you will enjoy his perspective as much as we all enjoyed Emmet's view. Here's the first edition

After a long, hard, frigid winter I think we could all use a few months of warm thawing. Typically the summer months are slower in retail as people are taking vacations and enjoying time outside. So finding items that will attract them into the store has to be a product that is needed this season.

People have really enjoyed their outside living and entertaining spaces, especially since the 2020 pandemic left many with few entertaining options. Outdoor sets, whether they be dining tables, counter tables, barstools, gathering groups or benches have been in very strong demand in recent years. This outdoor trend has not lost any momentum!

We've been in the industry since the earth was cooling down; in all that time we really have not found vendors that

we wanted to partner with in the outdoor category. One particular vendor, Sopoly, actually has an incredible story and worth discussing in a separate article on page 3.

For the first time in the illustrious 60 years Furniture Sales of Mid-America has been serving retailers we will be attending the Summer Casual Show in Atlanta! As we talk to retailers about what we should expect, no one really knows since it is a new format and venue. So we will start or foray into the casual furniture world at an excellent time for the industry.

Before taking on new lines we want to make sure it doesn't conflict with anything else we offer and it provides a value to our retailer partners. Sopoly checks those boxes and in fact in many ways it enhances the offerings.

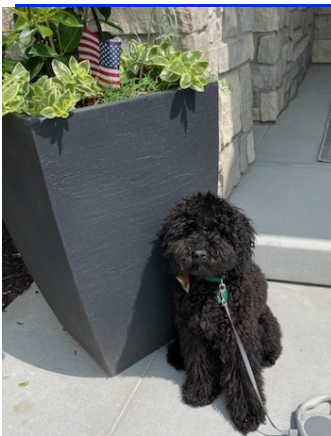
Probably one of the more important reasons to consider taking on a line in the outdoor furniture world is because this is becoming a bigger and bigger offering across all retail formats. When one sees an outdoor patio set in the local grocery store or hardware store, the demand for the category is big. In most of our territory outdoor furniture is seasonal for summer months, but is definitely business retailers do not want to leave to competitors.

**YOUR NEWSLETTER
IS ENCLOSED**



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Nancy asked Murphy if he wanted to go to the office. He said, "No thanks, Lisa and Cristie can handle things around there. I'm staying right here!"

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