

# **PMP Sales**

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*Powerful Sales with Personal Commitment*

## **From Morticians to Doctors**

Liquidation companies are starting to play a new role – and it's one that is decidedly more strategic than ever before.

When you think “Liquidator,” what images pop up in your mind?

For most retailers, liquidation companies are associated with desperation, a service to be called upon only after a business has gone past the point of no return.

In the furniture industry, meeting with a liquidation company can come with such stigma, that many owners will choose to meet in secret.

What if there was a liquidation company that operated as a *physician* of furniture stores, rather than the undertaker? Would the stigma dissipate if store owners began running promotions as routine maintenance for their bottom line, much like going to the doctor for an annual physical?

**So the question arises:** If there is a liquidation company that offers maintenance services for business owners, what does it look like?

1. It is comprised of experts who were once furniture retailers themselves.
2. Its main focus is to strengthen your business from the inside out, setting you up for continued success.
3. It protects your reputation and respects your values.
4. It utilizes a resource panel of experts in each of the four key areas of promotions:
  - a. Merchandising
  - b. Personnel
  - c. Advertising
  - d. Overhead

All of these areas are approached with personal attention to each retailer’s situation. Then, within a process of deep analysis, customized solutions are specifically tailored for each client, designed to maximize the health and profitability of that particular business.

PMP Sales is on the cutting edge of this refreshing strategy for independent furniture retailers. In the next three pages, let us take you on three actual case studies of our best promotional themes. As we go, you’ll see examples of our personalized attention and reasoning behind certain things we do for different sales and not other sales based on each unique situation, and how our strategies accomplish the goals and maximize the effectiveness and potential of the featured retailer.

**Just say NO**



**to cookie-cutter sales!**

## RESTRUCTURING SALES

PMP Sales specializes in a type of promotion we call a “Restructuring Sale.” This theme is most conducive to our mission: keeping retailers in business. In essence, a Restructuring Sale functions as the mode of transformation from a worn-out business model into a new, highly-functioning one. For more information about Restructuring Sales, please read our publication available for free download entitled, [How a Restructuring Sale Generates Profit and Improves Business](#).

Let’s explore one retailer’s journey as he partnered with PMP Sales to run a Restructuring Sale:

### CASE STUDY #1:

SIMPSON FURNITURE  
CORALVILLE, IA

**Situation:** Four years after opening this second location of Simpson Furniture, owner Dale sat down to review it’s progress with his business consultant. It quickly became evident that something must be done immediately in order to turn this second location into a profitable venture.

**Goals:** To turn this location into a booming source of revenue like the flagship store 85 miles away.

**Analysis findings:** The core problem areas were pinpointed to a weak sales staff and ineffective advertising. These issues took a snowball effect early on, resulting in a showroom full of stale inventory in a community that was unaware of their existence. Simpson’s greatest strengths were their solid reputation, the quality of the brands and the variable products they carried, and their open-mindedness.

**Solutions created:** An 8-week Restructuring Sale was launched, during which PMP Sales personnel came on site to demonstrate and implement new and successful selling strategies to Simpson’s sales staff. PMP Sales’ advertising department worked closely with Simpson’s agency to produce a compelling mix of advertising methods to drive heavy traffic to the store, and to teach effective techniques to reach Simpson’s customers.

**Results attained:** The program worked so well, Dale decided to extend the sale two more weeks. A total of six months worth of volume was generated in the ten weeks, and at a higher gross profit margin than before. So much inventory was sold that his floor was opened up to receive newer, fresher merchandise, attracting even more customers and repeat buyers. Simpson Furniture developed a massive presence in Coralville within a matter of weeks, and they are now equipped to maintain a higher volume momentum.

## TRANSITIONAL SALES

Transitional Sales include themes that center around any major transition a business is facing, such as retirement, relocation, renovation, etc. Not only are these events promotion-worthy, they can be traumatic to the business if not handled holistically and efficiently. PMP Sales turns these keystone moments into profit-generating opportunities for the retailer, as described in the case study here:

### CASE STUDY #2:

*BENNINGTON FURNITURE  
QUEENSBURY, NY*

**Situation:** Owner Michael was looking to expand his 5-store chain into the Queensbury market with a sixth location. A local retailer in that area, owner of Dream House Furniture, had already spoken with PMP Sales about his plans to retire.

**Goals:** Dream House simply wanted to get paid for their inventory and retire. Bennington wanted an empty building in a good market for their sixth location.

**Analysis findings:** Dream House Furniture was well-known in the community, being situated near a main thru-way with high visibility. The store had an overstocked warehouse and employees who wanted to keep their jobs. Likewise, Bennington had obsolete inventory taking up space in their warehouse, as well as a need for personnel at the new location.

**Solutions created:** PMP Sales drew up a strategy that would meet everyone's objectives and produce satisfying profit both ways. PMP Sales placed a project manager and a sales team on site to run the acquisition, which we labeled as a "Retirement Sale." It was critical to keep the Dream House name due to the community's familiarity and loyal patronage. Dream House would be paid for their inventory as it was liquidated, and Bennington would instantly increase their cash flow by getting rid of their excess warehouse merchandise in the process as well.

**Results attained:** The first weekend of the 12-week promotion produced three months' worth of Dream House's normal volume. Traffic during the promotion was more than the store has ever pulled on their own, and both store owners had their goals met: 98% of Dream House's inventory was liquidated into cash at a 48% margin. Bennington's obsolete inventory was cleared out of his warehouse, and they gained their empty building for their sixth location. As a bonus, the promotion allowed Michael to test the market for which types of advertising would be most effective at his brand new location.

## GOING OUT OF BUSINESS SALES

You may be thinking, “Why would they feature a Going Out Of Business sale if their main focus is keeping retailers *in* business?”

Not all retailers want to stay in business, and for those clients PMP Sales offers a profitable exit strategy that will accomplish their goals and leave no loose ends. Our same principles apply: personal attention and customized solutions to create the best possible outcome of each client’s unique situation.

Take for instance, the case study of Brody’s Furniture:

### CASE STUDY #3:

BRODY'S FURNITURE  
VINELAND, NJ

**Situation:** After 110 years of serving their community with top-quality, high-end home furnishings, business began faltering due to a family tragedy, forcing the fourth generation owner of Brody’s Furniture to make the tough decision of closing down the business for good.

**Goals:** To walk away from the family business with a healthy profit in their pocket, and to sell the building.

**Analysis findings:** Brody’s Furniture carried an excellent reputation and was well-situated in their community. However, their inventory was a bit dated and expensive. Communication with the family was a challenge due to tragic circumstances, so we would rely on our own sense of integrity and attentive knowledge of the client’s values when it came time for judgment calls.

**Solutions created:** Proper merchandise augmentation was the first order of business. PMP Sales shopped the High Point Market to secure incredible deals for this promotion, keeping in line with Brody’s reputation for high quality and allowing room for massive discounts without sacrificing margin. The advertising conveyed a heart-breaking story of Brody’s decision to close, touching the hearts of the endeared community. The advertising also included the owner’s intention to sell the building.

**Results attained:** One year’s worth of volume was generated in just three months. Brody’s entire stock (including high-end expensive items they had owned for several years) was completely liquidated. The building was sold shortly after the promotion ended, and the family accomplished their goal of walking away with a clean and healthy profit.

Retail executives have historically considered liquidation companies the “Grim Reapers” of the furniture industry. Now, as you can see, we are being seen more as doctors who can revive ailing outlets, further strengthen healthy ones, or allow stores who have chosen to close do so profitably.

On average, PMP Sales helps retailers generate a years worth of volume in just 3 months. As part of the process, we analyze and counsel clients on issues related to merchandise, advertising, personnel, and overhead.

More and more retailers are using our services proactively, rather than reactively, and we expect this trend to continue in the years ahead.

If you have any questions or comments, please email me at [ron@pmpsalsusa.com](mailto:ron@pmpsalsusa.com)

# **PMP Sales**

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Headquarters: 20 Winding River Ct., Lakewood, NJ 08701

Satellite Offices in NJ, NY, PA, NC

[www.pmpsalsusa.com](http://www.pmpsalsusa.com)