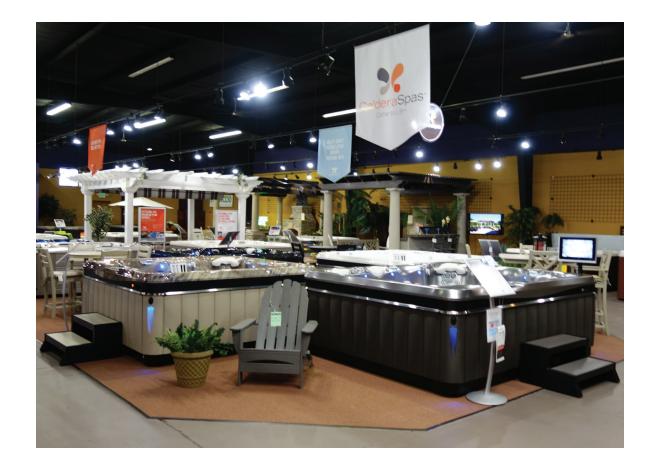


## Creating the ideal showroom

How the customer feels when they first walk into your showroom will set the stage for what they think about your business and the products you sell.

This Showroom Guide takes the guesswork out of transforming your showroom to one that creates a welcoming and engaging experience. The more care you put into your space, the more comfortable customers feel. It's this initial impression that can make all the difference in closing a sale.



**SHOWROOM TIP:** Customers expect more from their favorite brands ... and familiar brands become favorites by staying fresh and creating positive customer experiences.





# Why INVEST in your showroom?

- You're an entrepreneur. Any investment in your business is an investment in yourself.
- You'll set yourself apart with a memorable and inspiring shopping experience that your customer recognizes as special.
- Customers view updated, modern businesses as more successful and stable.
- The consistency of the brand in your showroom makes your customers feel confident by delivering the same message they reviewed on your website.

# How do your **CUSTOMERS**see you?

Think about how your customers see you. Compare it to the way you think about your own favorite stores.

- Can customers see your sign from the road?
- Can people easily read your showroom hours from their car?
- Is your entrance clean and inviting?
- Are there personal touches?
- Are there too many personal touches?

### Follow the fundamentals

Regardless of the size or location of your showroom, following these proven principles will work for you.

#### Walls

Uncluttered, freshly painted walls are one of the easiest ways to improve the look of your space. Use neutral colors to create an inviting feel in main showroom areas and office spaces. Darker accent colors can add some excitement, but should be used sparingly.

#### **Flooring**

Laminate wood flooring is warm and welcoming in your entry. Carpet is not recommended for this hightraffic area.

Tile and laminates can be used to help create your pathways.

Carpet tiles are a durable and affordable option to rolled carpet.

If damaged, they can be replaced one at a time as needed. Dark gray is a great color for your showroom floor.

#### Restrooms

For a clean, professional look in the restroom, white tile and neutral paint look great. This is easy to achieve.

Make sure you have lockers and robes for your customers to change into during test soaks.

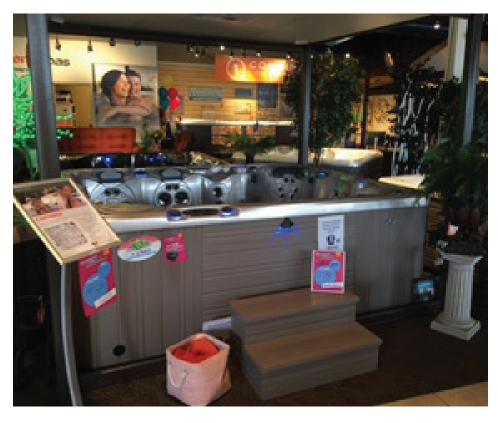
#### **Furniture**

A comfortable table and chairs in the showroom give your customers a great option when closing a sale.

#### Accessories

Props used throughout your space should be relevant to your spa layouts, such as towels, plastic drinkware, flip-flops, sunglasses, etc.

Finishing touches such as baskets and bathroom accessories add an inexpensive polish to your showroom. These are easily sourced at local stores.





# Showroom **Checklist**

	Entrance must have at least 4' x 6' landing area.
	Hot tubs should be placed notes than 3' apart.
	Walkway should be at least 4' wide.
П	Create an island featuring

_	premium spas.
	Make sure spas are not jus
	lined up in a row. Place

Always place corner spas or
an angle

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some on angles.

Laminate wood floor is
recommended in entries.

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Make sure all POP is current
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- Remove out of date materials and signage.
- **☐** Keep restrooms clean.
- Mood Room should be dark and inviting.
- Create a private place for customers to change into swimwear for test soaks.
- Chemical area should be organized and clean.
- Closing area should not be near the entrance or water care area.

#### SHOWROOM GUIDE

#### **Lighting recommendations**

After hot tubs, lighting is the most important investment on the showroom floor!

For the overall ceiling, 2' x 4', 18–cell parabolic, 3LT8 ceiling lights are extremely efficient and durable. With their low–glare output and diffused illumination, these are the perfect fluorescent light fixtures to provide a comfortably lit space for both customers and employees. The high–quality reflectors allow light to spread down and out from the bottom of the fixture. This is imperative for illuminating the space in the showroom. A huge benefit is the low energy consumption. These high bay lights are usually 54–watt T5s and 32–watt T8s, which can provide substantial and immediate savings to electric usage.

Track lighting can be added to illuminate each hot tub, specifically highlighting the acrylic shells and cabinets. Center track lighting over each hot tub to maximize effectiveness and eliminate shadows. It will also help shoppers see all the nuances of the jets, water features, lighting, shells and cabinets. We suggest using: 50W maximum halogen or equivelant LED bulb.





The importance of adding track lighting is to illuminate each hot tub, specifically highlighting the acrylic shells and cabinets.





**SHOWROOM TIP:** Move hot tubs that are not selling well every 60–90 days to keep the showroom looking fresh!

# What does your customer see when they step in your store?

Make your showroom a stage for hot tubs to shine.

Layout

When entering your showroom, it is important that your customers feel welcomed and comfortable. We recommend at least a 4' x 6' area in the front of the showroom as a place to settle. This will allow customers to visually take in their surroundings. Did you know 80% of customers enter a showroom and move right? Make sure you have your hot tubs placed to reflect this. All walkways should be at least 4 feet wide with no less that 3 feet between hot tubs. Create an island featuring the premium spas.

Do not place all spas in a straight line. When they are crowded together, this lowers exposure and value. Always angle them — especially in corners.

#### **Paint**

Paint is the easiest, cheapest and quickest way to refresh a space. Keep paint colors current.

Your showroom is an investment. The more care you put into your space, the more confident customers feel about the relationship with you.



## Keep it stocked

#### Display your inventory

Make sure you have everything on display and keep the shelves nicely stocked.

#### Organize

A customer may see all of your product and feel overwhelmed by the selection. Group products according to use to keep it simple.

Always have the labels of each bottle facing forward. You want to be able to read clearly what you need to purchase.

#### Watch the height

Make sure all product is accessible and within reach. Keep floor displays low enough so they don't block views of your showroom.

#### Clean up

Pay attention to this area as it can get out of hand very quickly—and you may not see it!





### Put your customer hat on. How do you rate?

Rank your showroom from 1-5 (5 being super, amazing, awesome, experience)

#### **OUTSIDE**

What is the first impression a customer has of your showroom when they drive by or pull up to your front door?

Signage 1 2 3 4 5 Clean, easy to read while driving, says what you do, visible day and night

Parking 1 2 3 4 5 Clean parking stripes, clean smooth surface

Landscaping 1 2 3 4 5 Pretty, clean, seasonal

Front Door 1 2 3 4 5 Clean, clear business hours, not cluttered

#### What would you recommend?

Can be done in 30 days

Can be done in 60 days

Future Implementation\_\_\_\_\_

#### **SHOWROOM**

What is the first impression a customer has of your showroom when inside?

First look 1 2 3 4 5 Clean, wow factor, good place, inviting, safe

Floor 1 2 3 4 5 Clean, not worn, updated look

Walls 1 2 3 4 5 Clean, updated color, not cluttered with old POP

Lighting 1 2 3 4 5 Crisp, clean, not fluorescent, track to highlight hot tubs

Walkways 1 2 3 4 5 Comfortable space 4' walkways, 3' between spas

POP 1 2 3 4 5 Clean, updated stands, not too much hanging or on walls

Technology 1 2 3 4 5 Updated, flat screens (digital displays)

Smell 1 2 3 4 5 Clean and fresh

Sound 1 2 3 4 5 Relaxing music, good sound system

Layout 1 2 3 4 5 Organized product displays, retail in back so they walk past all products

#### What would you recommend?

Can be done in 30 days

Can be done in 60 days

Future Implementation\_

#### **MESSAGING**

What would they think you are saying if you weren't there?

Understand 1 2 3 4 5 Not too much screaming at the customer, easy and simple to understand

Branding 1 2 3 4 5 You and what you sell

Current 1 2 3 4 5 New, fresh looking

Wellness 1 2 3 4 5 Why a hot tub

Timing 1 2 3 4 5 Why this is a good time to buy; event special messages

#### What would you recommend?

Can be done in 30 days

Can be done in 60 days\_\_\_\_\_

Future Implementation

#### **SPA DISPLAYS**

How do the hot tubs look?

Clean 1 2 3 4 5 Clean is clean

Space 1 2 3 4 5 3' between spas, can stand around 2-3 sides of each model

Propping 1 2 3 4 5 Clean, inviting, seasonal, messaging (wellness, connection, relaxing)

Wet spas 1 2 3 4 5 Get arms in to feel all jets from all sides, fresh and clean water, clean towels

Dry spas 1 2 3 4 5 Lit and clean

Accessories 1 2 3 4 5 Fun, cool, techy factor, all options and many more than once, right steps

Spa Stands 1 2 3 4 5 Current stands and current model information

#### What would you recommend?

Can be done in 30 days\_

Can be done in 60 days\_\_\_\_\_

Future Implementation

#### **MOODROOM**

What is experience level of your moodroom?

First look 1 2 3 4 5 Wow factor, inviting Lighting 1 2 3 4 5 Soft dimmable lighting

Expereince 1 2 3 4 5 Transforms you to another place, not just a small room with a hot tub

Smell 1 2 3 4 5 Clean and fresh

Sound 1 2 3 4 5 Relaxing music, good sound system

Changing 1 2 3 4 5 Clean, modern, hooks, shelves, robes, towels, suits, comfortable, safe

#### What would you recommend?

Can be done in 30 days\_\_\_\_\_

Can be done in 60 days\_\_\_\_\_\_

Future Implementation

#### WATER CARE

Do existing customers have the same great experience every day?

Inviting 1 2 3 4 5 Clean, not cluttered

Lab 1 2 3 4 5 Clean, looks professional, interactive, safe

Technology 1 2 3 4 5 Computer, flat screen

Displays 1 2 3 4 5 Modern, clean, not cluttered

POP 1 2 3 4 5 Updated

#### What would you recommend?

Can be done in 30 days

Can be done in 60 days\_\_\_\_\_

CLOSING	AREA	
		pace to write up sales?
-		Clean, not cluttered, refreshments, safe
Seating	1 2 3 4 5	Comfortable, clean
_		Computer, flat screen
Noise	1 2 3 4 5	Away from retail counter, safe place to discuss pricing
	1 2 3 4 5	
What would	you recommend?	
	•	
Can be done	in 60 days	
RESTRO	ОМ	
	you rate your restro	nm?
	1 2 3 4 5	
		Fixtures, paint, lighting
	1 2 3 4 5	
		etean and nesh
	you recommend?	
Can be done	in 60 days	
Future Imple	ementation	
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