



Wisconsin Floor Covering Association presents  
Jim Augustus Armstrong speaking on:

## How Floor Dealers Can Beat The Boxes And Increase your Margins while working Fewer Hours

### Jim will reveal:

- How to increase your closed sales by 30% (or more) in the next 12 months without spending another dime on marketing.
- A low-cost strategy to double your referrals.
- How to command margins of 45% - 50%.
- How a dealer from Montana replaced ALL his advertising with a single marketing strategy, and is busier than ever!
- A strategy used by a dealer from Illinois to go from near bankruptcy to (within 6 months) being booked solid with all the work he could handle.
- How these strategies can totally transform your business and your life, and equip you to make a lot more money while working fewer hours...and kick the boxes where it hurts!

**Potawatomi Hotel & Casino**  
1721 West Canal Street  
Milwaukee, WI 53233  
Phone: 414-847-7895  
Room: South Suite - Ballroom

**Tuesday, May 14, 2019**

>>Cocktails: 5:30 - 6:30 p.m.  
>>Dinner: 6:30 - 7:20 p.m.  
>>Speaker: 7:20 p.m.

### Check out what these dealers are saying about Jim's strategies:

"I was working dark-to-dark, six and seven days per week. Now I work less than 35 hours per week, and my revenue increased by 50% in the first year. Thanks, Jim!"  
-Craig, FL

"Our Revenue Is Up 79.3% Over Last Year! Thanks, Jim!"  
-Mike, CT

"I'm working less than 30 hours per week, revenue is up 50%...Business is fun again!"  
-Earl, SK

"Jim, I just wanted you to know that without your help I would have been a statistic. So, when I say thank you, I want you to know that I believe you were a Godsend. I wish nothing but the best for you and yours Jim. God bless You my Friend,"  
-Mark, IL

"P.S. I am going to make a prediction that we will do 4 to 5 million this coming year!"

"Jim, I don't think I would be in business today if not for all your input and help. Business is going GREAT, profits and sales are up thanks to you. My margins are at 50% across the board. Just wanted to take a minute out of my busy life to say THANKS!"  
—Garry, IL

### About Jim Augustus Armstrong

Jim is an internationally known trainer and coach for flooring dealers, and the author of three flooring industry books including How Floor Dealers Can Beat the Boxes. In 2007 he founded the Flooring Success Systems "done-for-you" marketing services and coaching program for dealers. Since then he's equipped hundreds of dealers across the U.S. and Canada with the tools to make more while working less, gain an "unfair advantage" over competitors, and live the lifestyle they deserve. Jim has spoken at industry events such as Surfaces and Coverings. He is also the Marketing Mastery columnist for Floor Covering News, and he produces and co-hosts the monthly FCNews Marketing Mastery Webinars.

# Advance registration **\$50** for Members\* and **\$60** for Non-Members\*

**\*Businesses sending more than 1 attendee can deduct \$10 for each additional attendee**

Please RSVP by Thursday, May 9 and return the bottom portion of this letter to Stu's Flooring 4820 W Loomis Rd Greenfield, WI 53220

Phone: 414.744.9400 Fax: 414.744.9237 Please contact Jodie with Stu's for any questions: jodie@stusflooring.com

Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_

Member or Non-Member (please circle one) Number attending: \_\_\_\_\_ Total Amount Due: \_\_\_\_\_

Payment Type (check one):  Visa  Mastercard  American Express  Discover  Check

Credit Card Number (if paying via credit): \_\_\_\_\_ \* Exp: \_\_\_\_\_

Signature: \_\_\_\_\_

\*If you are using a credit card, please use your credit card billing address and ZIP code on this registration and include your 3 or 4 digit verification code for your credit card (Note: American Exp. 4 digit security code is on front of card).

If faxing credit card information, for security, please call Jodie to confirm receipt 414-744-9400

Make checks payable to the WI Floor Covering Association (WIFCA). Please let us know if you have any special dietary needs.

Business Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Email Address: \_\_\_\_\_

Please contact Roger Hegg. Executive Director for membership questions.

Phone: 608-577-0960 Email: rramjet4@msn.com



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ASSOCIATION**



[www.wifca.net](http://www.wifca.net)