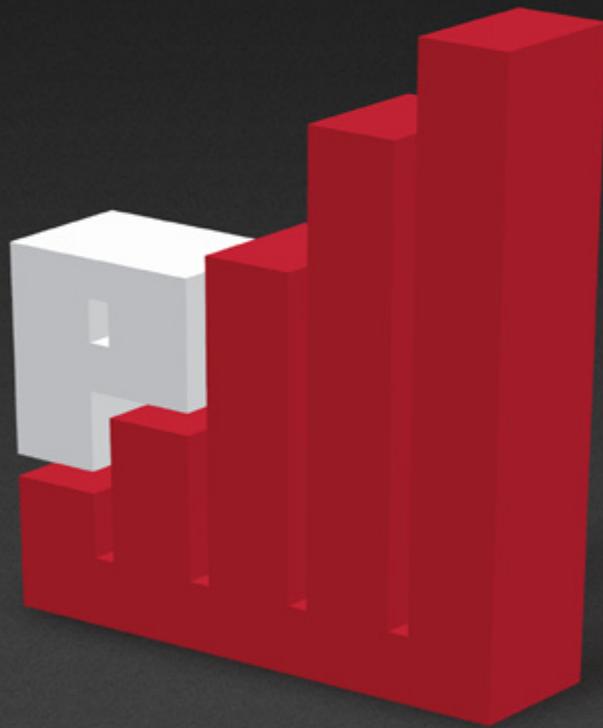


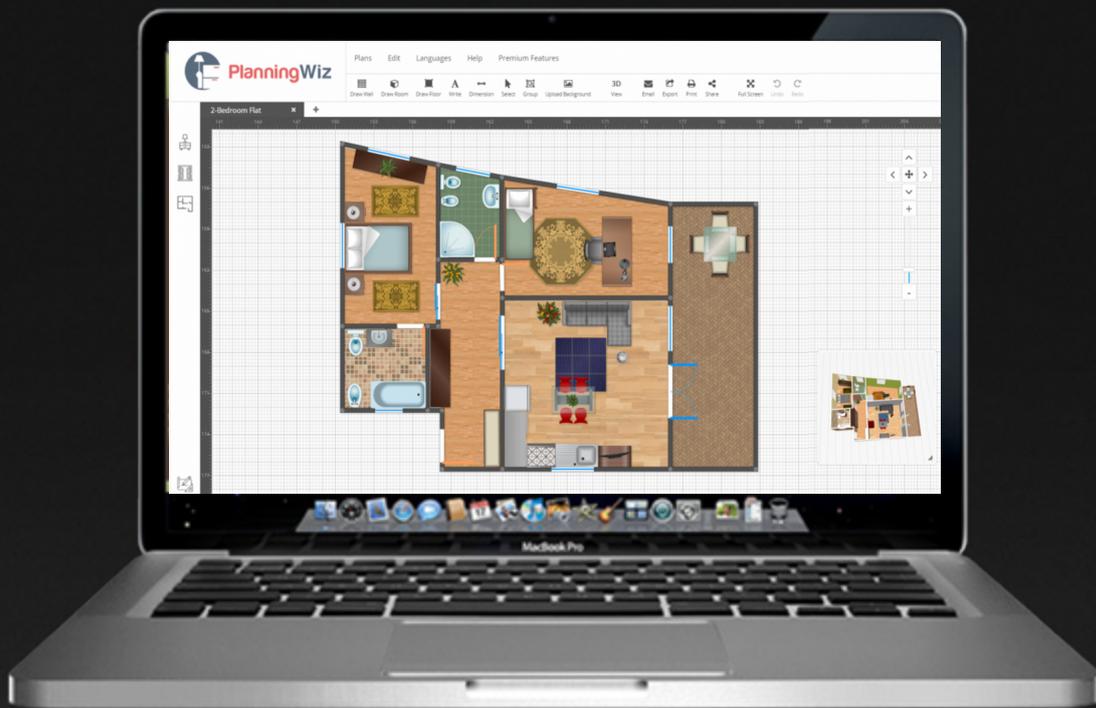


**PlanningWiz**

# How to **Grow Your Sales** with **PlanningWiz Room Planner**



PlanningWiz  
**Top 3 Business Boosting Tips**



*The PlanningWiz online or in-store room planner can be more than an entertaining gadget for your website customers. At its best use, PlanningWiz can become a powerful tool that provides your business with a steady stream of highly qualified leads and opportunities to promote and sell your products.*

*Using our experience and feedback gathered from clients using PlanningWiz all over the world, we have developed this purposeful document meant to help you employ the PlanningWiz room planner in order to maximize its positive impact on your business results.*

*Read below about our **PlanningWiz Top 3 Business Boosting Tips** that will guarantee and increase new lead generation, website engagement and communication opportunities for achieving your business objectives.*

# 1

## Use PlanningWiz as a Communication Tool

*PlanningWiz will bring profitable outcomes only if your clients are aware of its existence. Promoting your planner improves its visibility, usage and also leads to long-term sales increase. We know, from years of experience, that the success of a business using our room planner is strongly linked to the amount of clients aware of and using the room planner.*

*We highly advice all of our clients to include PlanningWiz into their communication strategy as a benefit for their existing and potential clients experience, and here is how you can do that:*

### **Promote The Planner On Your Business Website**

Offering a free room planning tool on your website can transform your users's interaction into a positive engagement experience. Your online visitors will spend more time on your website, which in turn will create more opportunities to sell, so make sure that the PlanningWiz room planner is prominently pointed out on your website homepage.

You might want to add a clearly visible link or an (animated) banner in a highly visible spot on the homepage and also throughout the website, especially on the product categories and product details pages, to maximize the time a potential client spend with your website and increase potential for cross or up-sales.

### **Promote The Planner In Your Store**

Your clients will welcome the opportunity of having the PlanningWiz room planner ready to use in-store. You can expose the planner through free access computers, video displays or web kiosks. In-store presence will be seen as a benefit your business ads to their shopping experience.

Due to the easy-to-use features, your sales agents should be able to assist customers with their desired floor plans designs. The resulting floor plan can be printed, along with an itemized list of products, saved for future reference, or emailed to the customer at the very moment, supporting you in closing the sale.

## Promote The Planner In Your Current Advertising Campaigns

It always helps to promote your on-line or in-store planning tool within your current advertising campaigns. The planner can be presented as a benefit to the customer's experience and a commitment for better service on your business' behalf.

Make sure to include the room planner link ([www.yourwebsite.com/planner](http://www.yourwebsite.com/planner)) in any relevant advertisement or reference to your business services, such as online ads or advertorials, printed flyers or banners promoting your business.

Since new potential clients will always decide based on your advantages vs. competition's, the benefit of a free on-line room planner on your website or in your stores will greatly support your sales argument!

2

## Make the Most of Your PlanningWiz „Planner” Leads!

*The planner combines free access features with features requiring registration to identify the users and their furniture preferences. In order to save plans, users are prompted to register/login providing therefore basic information.*

The **reporting area** of the planner gives you real time information about contact details of the registered users and the furniture or gym equipment they have used on plans. Any email addresses of the registered customers can be used in your sales campaigns:

- you can advertise your in-store events or sales promotions,
- offer specific discounts during a sales period,
- announce when the furniture your customers have used on their plans is on sale.

The **reporting area** allows you to properly segment registered users information, so you can create targeted promotional campaigns based on the well segmented data received from registrants, thus reducing your marketing cost per lead and increasing your marketing return on investment and profitability.

# 3

## Take Advantage of Your PlanningWiz Room Planner Adaptability

*The PlanningWiz room planner can become part of your communication tactics through various communication channels. Below is a list of our recommended Top 5 free publicity channels, based on PlanningWiz clients' feedback:*

- 1. Newsletters:** you can easily find PlanningWiz related themes for your newsletters, from advice on different features, reminding that it is a free tool, user guides, to news and updates.
- 2. Reviews:** Include info about your free online room planner in any reviews and “how-to” articles written for online/local newspapers, magazines, or trade publications in which your brand benefits are mentioned.
- 3. Barter:** Make partnerships with complementary business owners (like tile shops, rugs retailers, interior designers, architects, etc) to advertise on each other's websites, store, etc.
- 4. Participate in online discussion groups/forums** on space & room planning and room decoration and offer lots of helpful advice, based on your clients experience with the room planner.
- 5. Business Gatherings:** During trade shows, industry events or other business gatherings, make sure you hand out media kits or printed materials that point to the benefits brought to your clients by the free room planner experience.

To capture everything in a nutshell, using the PlanningWiz room planner to the top of its potential, as a valuable lead generation and segmentation tool and as a sales tool, will positively help you boost your business results and support sales & profitability growth.

*Enjoy using the PlanningWiz room planner and seeing your business grow!  
And don't forget: for any suggestions, observations or inquiries you are welcome to write to our Business Support team at [office@planningwiz.com](mailto:office@planningwiz.com)!*