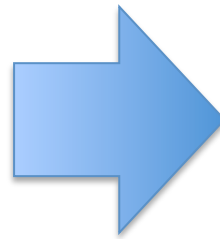
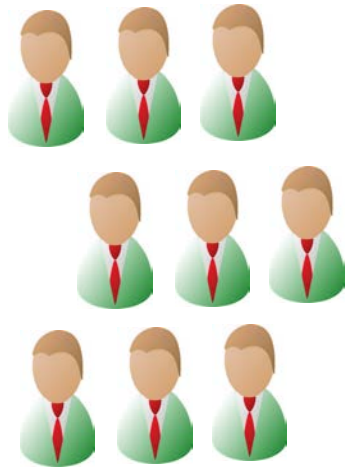


IVCFloors.com Retailer Web Leads Program

September 29, 2015

- IVCFloors.com is continuing to grow it's online presence.
- Every day we have thousands of in-market consumers looking at IVC products online.
- We have created a program to capture these in-market consumers and bring them to directly to favored IVC flooring retailers as a lead opportunity.
- **You have been selected by your distributor as a potential participant in this program.**
- If you agree to terms, leads will be sent via email to you with consumer name and phone number for you to follow up with and honor a 10% Off IVC material only coupon.

Drive **in-market IVC Floor customers** into preferred IVC retail locations



In-Market Consumers
browsing products online

Retail Partners that have IVC
displays, who are willing to offer a
10% Off Coupon & work to close
the lead with an IVC Product Sale

IVCFloors.com Mission and Vision

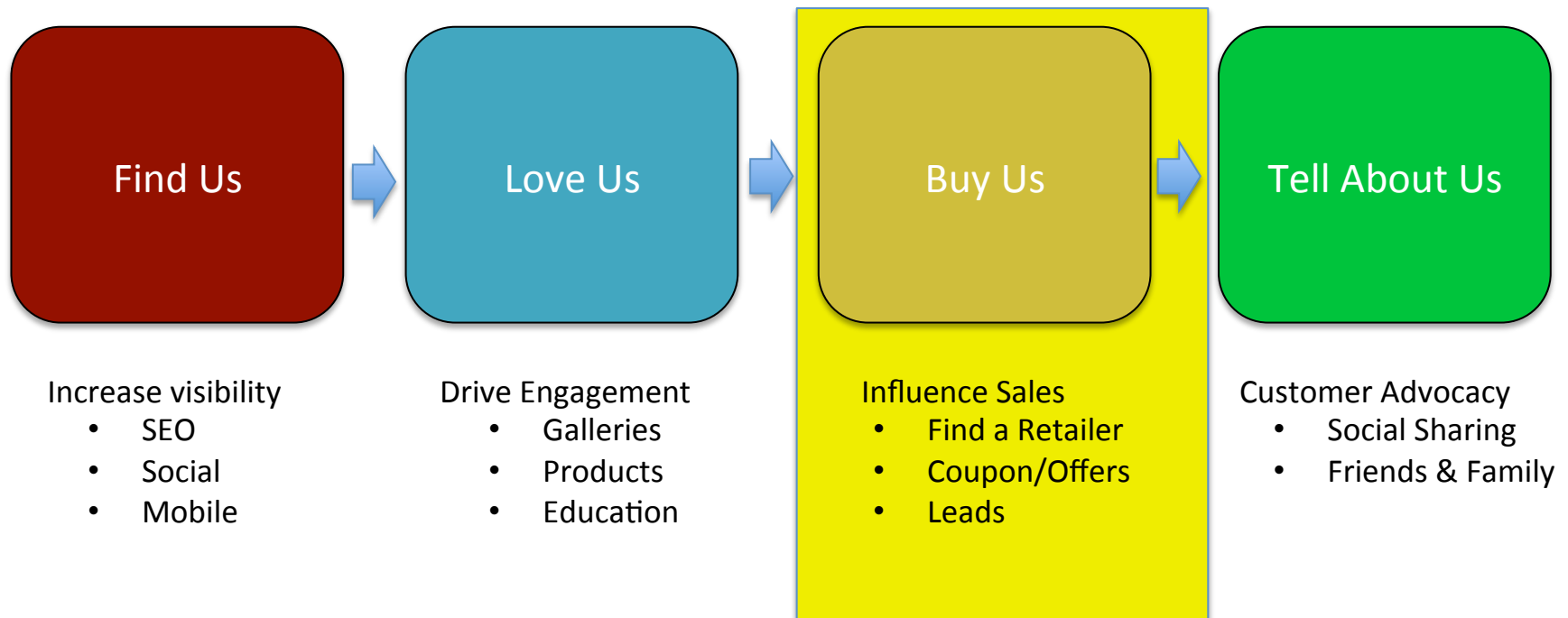
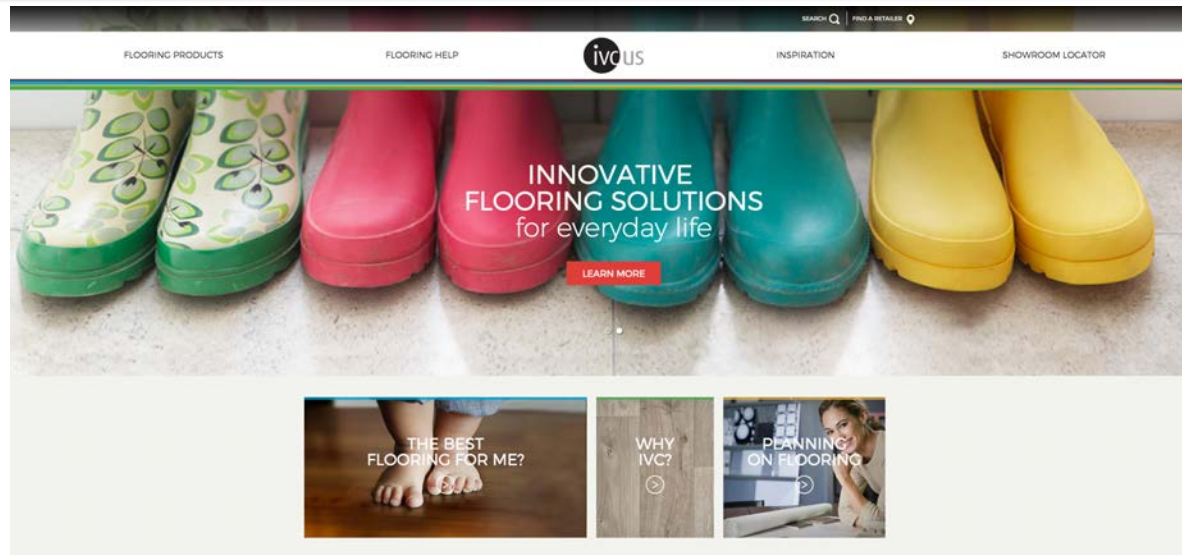
Mission

Leverage Online and Mobile in order to create a sustainable competitive advantage and profitable business growth for IVC, our Distributors and their Retailers.

Vision

Create a Best-in-Class consumer experience that drives awareness and consideration for our brands and products, and new revenue and loyalty among our clients and their customers

IVCFloors.com Strategy



IVCFloors.com Lead Flow – How it Works



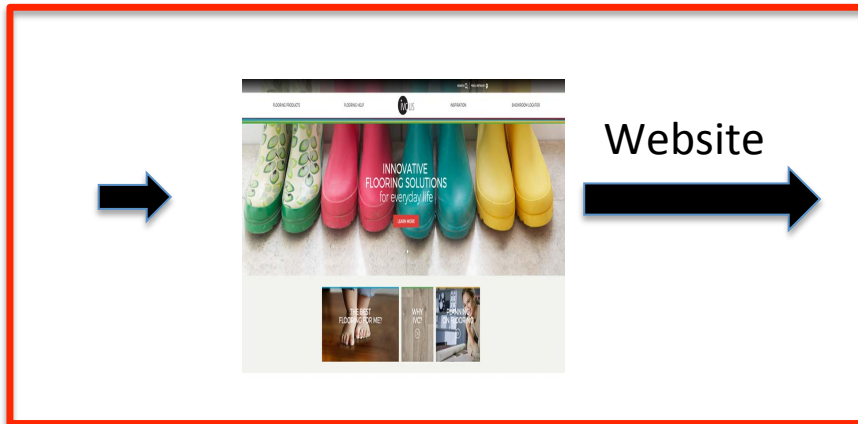
Consumer has Flooring need



Local Based Search



Mobile



Website



Dedicated Retailer Landing Page



www.billscarpelandflooring.com

Phone: (717) 735-1516
1073 Sharp Avenue, Ephrata, PA 17522

SCHEDULE AN APPOINTMENT



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra

GET A COUPON

FIRST NAME*

LAST NAME*

EMAIL*

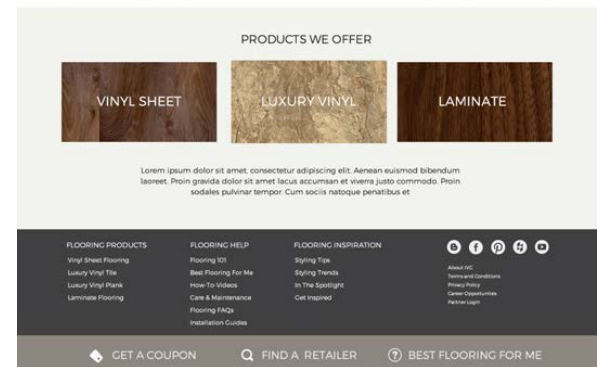
PHONE NUMBER*

ENTER ZIP CODE*

SUBMIT

STORE HOURS

Monday 9:00 AM - 6:00 PM
Tuesday 9:00 AM - 6:00 PM
Wednesday 9:00 AM - 6:00 PM
Thursday 9:00 AM - 6:00 PM
Friday 9:00 AM - 6:00 PM
Saturday 9:00 AM - 6:00 PM
Sunday 9:00 AM - 6:00 PM

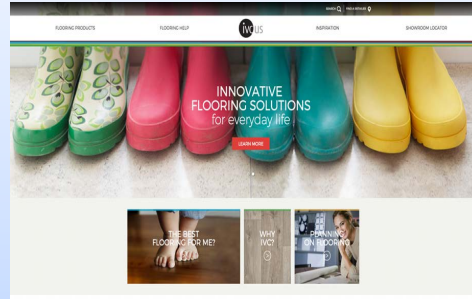


- Sale/Offer Promotion – Save up to \$500 or 50% off select products
- Contact Form/Schedule Appointment
- Get Directions
- Phone calls (recorded)/Mobile Coupon via text

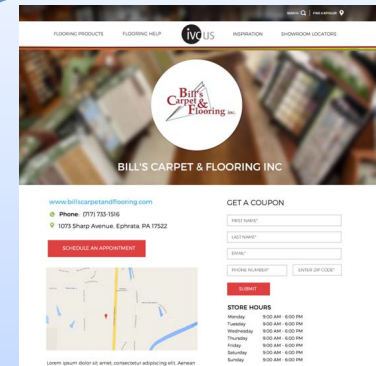
IVCFloors.com – Driving Leads to Retail – Consumer Flow



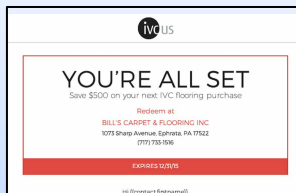
Consumer has flooring need



Searches on IVCFloors.com, notices a **10% Coupon** offer
Selects Retailer



Requests Coupon on Retailer Landing Page
(your landing page on our site)



Consumer Receives Personalized Email Coupon to Your Store



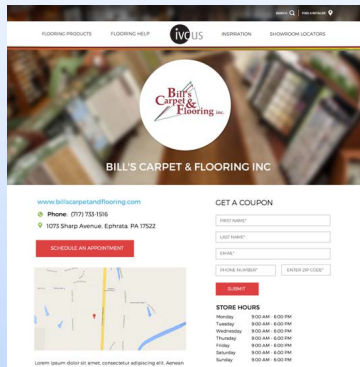
Consumer Receives Call & Email from retailer



Consumer Visits Retailer Location & Purchases



IVCFloors.com – Driving Leads to Retail – Retailer Flow



Consumer Fills Out Coupon From Retailer Landing Page (*your page on our site*)



Retailer Receives Email Notification of customer interest in IVC Product

Standard Lead Retailer Email

Please call and/or email this customer immediately to have the best chance of servicing them and closing customer may continue to receive email communications based on your actions, so your active participation is required. "Report A Sale". This step is critical as an email will be automatically sent to the customer thanking them.

Customer Lead Details

Date Lead Received: Sunday, September 07, 2014

Name: Douglas Weatherman

Email: dandriaman@shredlobal.net

Phone: 816-215-1187

Zip:

Lead Source: Store Coupon

Contact Request Type: Coupon from Dealer Coupon Page

Store information

Carpet Corner

8726 Santa Fe Dr

Overland Park, KS 66212

(913) 210-2014

Store Number: 104983

Store Ship To Number: 0004

Good Luck!

Your Friends from the Cloud

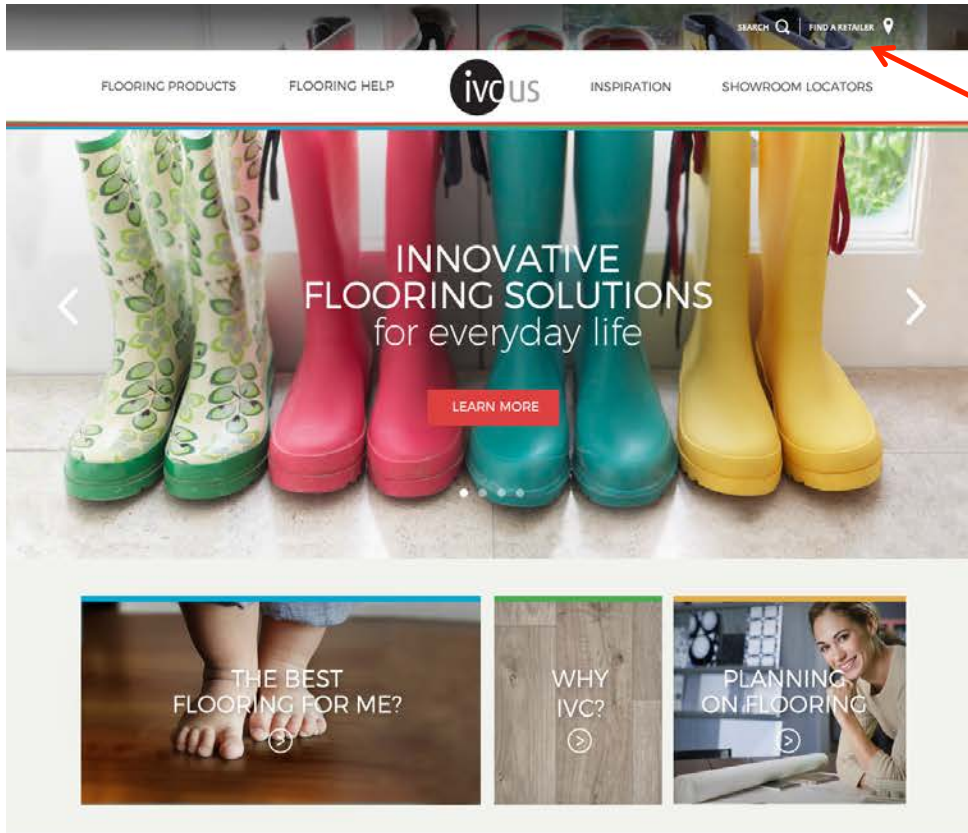
Moham's Marketing Team



Retailer Calls & Emails Consumer

- Schedule appointment
- In Home Measure
- Sell, sell sell

IVCFloors.com – Locate a Retailer



User clicks find retailer

IN THE SPOTLIGHT

LYNN KEGAN BLOG

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut.

LEARN MORE



IVCFloors.com – Locate a Retailer

User enters Postal/Zip code

FLOORING PRODUCTS FLOORING HELP **ivcus** INSPIRATION SHOWROOM LOCATORS

STORE LOCATOR

LOCATE A RETAILER

SEARCH

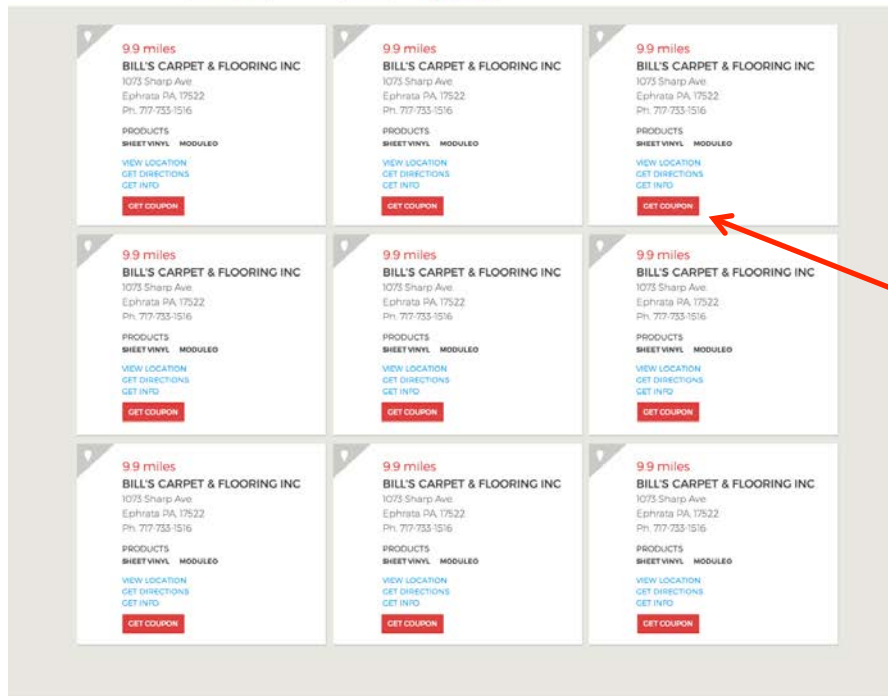
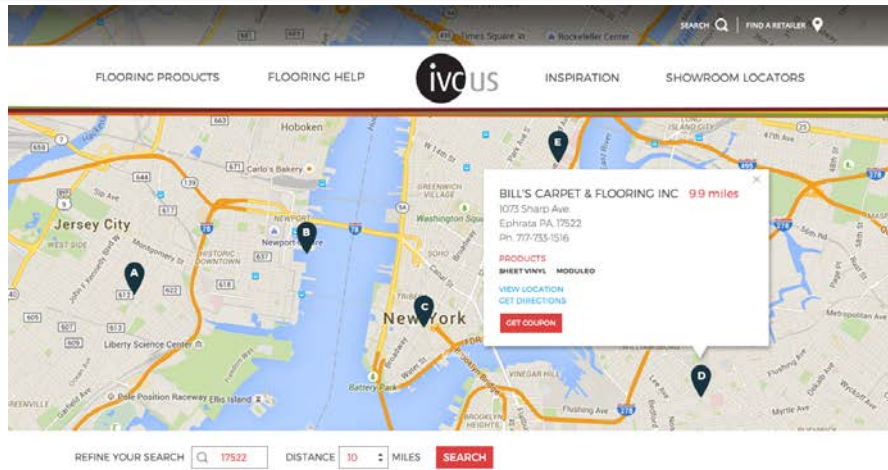
FLOORING PRODUCTS
Vinyl Sheet Flooring
Luxury Vinyl Tile
Luxury Vinyl Plank
Laminate Flooring

FLOORING HELP
Flooring 101
Best Flooring For Me
How-To-Videos
Care & Maintenance
Flooring FAQs
Installation Guides

FLOORING INSPIRATION
Styling Tips
Styling Trends
In The Spotlight
Get Inspired

GET A COUPON FIND A RETAILER BEST FLOORING FOR ME

IVCFloors.com – Select a Retailer



User clicks Get Coupon



IVCFloors.com – Retailer Landing Pages

The screenshot shows the IVC Floors website interface for a retailer. At the top, there is a navigation bar with links for 'FLOORING PRODUCTS', 'FLOORING HELP', 'ivcUS', 'INSPIRATION', and 'SHOWROOM LOCATORS'. Below this is a large banner image featuring the 'Bill's Carpet & Flooring Inc.' logo and the text 'BILL'S CARPET & FLOORING INC'. The main content area is divided into several sections: a contact information section with the website URL 'www.billscarpetandflooring.com', phone number '(717) 733-1516', and address '1073 Sharp Avenue, Ephrata, PA 17522', accompanied by a 'SCHEDULE AN APPOINTMENT' button and a map; a 'GET A COUPON' section with a form for 'FIRST NAME*', 'LAST NAME*', 'EMAIL*', 'PHONE NUMBER*', and 'ENTER ZIP CODE*', a 'SUBMIT' button, and 'STORE HOURS' listed from Monday to Sunday (9:00 AM - 6:00 PM); and a 'PRODUCTS WE OFFER' section with three categories: 'VINYL SHEET', 'LUXURY VINYL', and 'LAMINATE'. The footer contains a grid of links for 'FLOORING PRODUCTS', 'FLOORING HELP', 'FLOORING INSPIRATION', and social media icons, along with a 'Partner Login' link. A red arrow points to the 'SUBMIT' button in the coupon form.

www.billscarpetandflooring.com

Phone: (717) 733-1516

1073 Sharp Avenue, Ephrata, PA 17522

SCHEDULE AN APPOINTMENT

GET A COUPON

FIRST NAME*

LAST NAME*

EMAIL*

PHONE NUMBER*

ENTER ZIP CODE*

SUBMIT

STORE HOURS

Monday	9:00 AM - 6:00 PM
Tuesday	9:00 AM - 6:00 PM
Wednesday	9:00 AM - 6:00 PM
Thursday	9:00 AM - 6:00 PM
Friday	9:00 AM - 6:00 PM
Saturday	9:00 AM - 6:00 PM
Sunday	9:00 AM - 6:00 PM

PRODUCTS WE OFFER

VINYL SHEET

LUXURY VINYL

LAMINATE

FLOORING PRODUCTS

- Vinyl Sheet Flooring
- Luxury Vinyl Tile
- Luxury Vinyl Plank
- Laminate Flooring

FLOORING HELP

- Flooring 101
- Best Flooring For Me
- How-To Videos
- Care & Maintenance
- Flooring FAQs
- Installation Guides

FLOORING INSPIRATION

- Styling Tips
- Styling Trends
- In The Spotlight
- Get Inspired

ABOUT IVC

- Terms and Conditions
- Privacy Policy
- Career Opportunities
- Partner Login

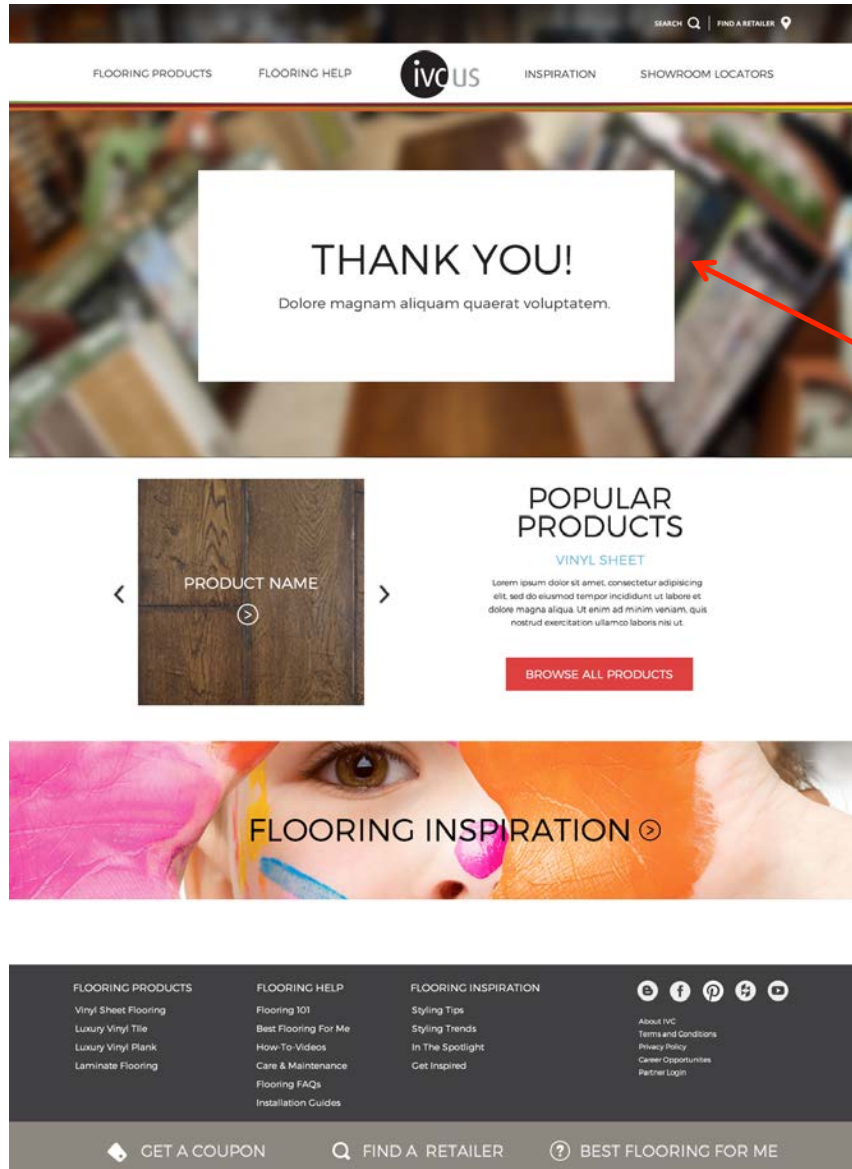
GET A COUPON

FIND A RETAILER

BEST FLOORING FOR ME

Consumer fills out the Coupon form to save **10% off Material Only** up to a Total of \$500 off a \$5000 material

IVCFloors.com – Retailer Thank You Page



Conversion based
Thank you page

Product Detail Flow

IVCFloors.com – Product Page – Get Coupon

SEARCH | FIND A RETAILER

FLOORING PRODUCTS | FLOORING HELP | **ivo**US | INSPIRATION | SHOWROOM LOCATORS

BAMBOO

Lorem ipsum dolor sit amet, conse.

BAMBOO 793

7 O'CLOCK STYLE

Bold and bright for a new generation of inspiration, chic and fashionable best describe Flotect's 7 O'Clock flooring in stylish looks that dazzle. The 7 O'Clock Style collection is designed to showcase something new while complementing clean lines, exotic touches and cool color palettes. The understanding of "less is more" is the attitude behind this collection. If you appreciated the powerful impact of clean lines, smooth textures, exotic touches and a cool palette with pops of color, check out this bold flooring collection.

[GET A COUPON](#)

[FIND A RETAILER](#)

ROOM | **SWATCH**

PRODUCT NUMBER	793	STAIN RESISTANT	YES
PRODUCT NAME	BAMBOO	SLIP RESISTANT	YES
WIDTH	12"	MOISTURE RESISTANT	YES
WARRANTY	15 YEAR	FLOORSCORE CERTIFIED	YES
WEAR LAYER	SUPERGUARD	INSTALLATION TYPE	RESSEMBLES FULL SPREAD DR. LOCKE LAY UP TO 25 SQ YARDS
SCRATCH RESISTANT	YES	MADE IN THE USA	YES

*Product colors may vary depending on monitor or electronic, please visit for viewing and buying.

[WARRANTY](#) | [INSTALLATION](#) | [CARE AND MAINTENANCE](#)

CARE & MAINTENANCE

Desire carefree floors for your home's little (or big) mess-markers? Look no further than IVC US vinyl flooring. Our luxury fiberglass sheet vinyl is exceptional easy to clean and maintain - perfect for today's busy lifestyles. [Learn just how easy along with some helpful cleaning tips here.](#)

FLOORING PRODUCTS | FLOORING HELP | FLOORING INSPIRATION |

Vinyl Sheet Flooring
Luxury Vinyl Tile
Luxury Vinyl Plank
Laminate Flooring

Flooring 101
Best Flooring For Me
How-To-Videos
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Get Inspired



About IVC
Terms and Conditions
Privacy Policy
Career Opportunities
Partner Login


[GET A COUPON](#) | [FIND A RETAILER](#) | [BEST FLOORING FOR ME](#)

User selects
"get a coupon"

GET COUPON

IVCFloors.com – Coupon Page

SEARCH  FIND A RETAILER 

FLOORING PRODUCTS FLOORING HELP  INSPIRATION SHOWROOM LOCATORS

SAVE UP TO \$500

SIGN UP FOR A SPECIAL OFFER FROM A RETAILER NEAR YOU

FIRST NAME* LAST NAME*

EMAIL*

PHONE NUMBER* ENTER ZIP CODE*

GET COUPON






Send me this offer via text message. I agree to the terms and conditions for receiving mobile messages from ivcgroup.us.

Sign me up for IVC emails with the latest product info, design tips, and ideas. [Read our privacy policy.](#)




FLOORING PRODUCTS
Vinyl Sheet Flooring
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Luxury Vinyl Plank
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 GET A COUPON  FIND A RETAILER  BEST FLOORING FOR ME

User fills out the Coupon lead form

Phone Call Recording/Phone Leads Acceptance

- If you participate in the program, *YOUR* individual retailer landing page on the IVCFloors.com website will have a call record tracking number utilized.
- These phone tracking numbers forward automatically to your store phone number so there is nothing to do on your part; the technology is automatic. The consumer will see a different number on our website but it will still call directly your store.
- Every valid call will be recorded and reviewed for quality purposes in an effort to provide the best consumer experience to our IVC website visitors
- Your participation in this program and in order to have a phone number on the IVC website requires your knowledge and acceptance that calls to your store will be recorded and periodically reviewed



www.billscarpetandflooring.com
Phone: (717) 733-1516
1073 Sharp Avenue, Ephrata, PA 17522

SCHEDULE AN APPOINTMENT

GET A COUPON

FIRST NAME*

LAST NAME*

EMAIL*

PHONE NUMBER*

ENTER ZIP CODE*

IVCFloors.com – Save up to \$500 Off Coupon Offer

- Consumer will present coupon to retailer sales associate at time of purchase.
- This coupon entitles consumer to receive 10% off any qualifying IVC Flooring purchase between \$300 - \$ 5,000, up to a total of \$500 off.
- In store only, no online sales.
- Discount applies to flooring material only. Coupon cannot be combined with any other offer that retailer is running. If retailer is running other offers consumer must choose the offer.
- One coupon limit per person, per order, at participating retailers.
- Coupon expires: 30 Days
- Retailer MUST agree to fund the 10% Off Coupon. This is NOT a distributor nor IVC Funded offer.



SAMPLE EMAIL TO CONSUMER

YOU'RE ALL SET

Save \$500 on your next IVC flooring purchase

Redeem at

BILL'S CARPET & FLOORING INC

1073 Sharp Avenue, Ephrata, PA 17522

(717) 733-1516

EXPIRES 12/31/15

Hi {{contact.firstname}},

Thanks for choosing IVC! We're excited to help with your new flooring project. To take advantage of this offer, bring this coupon in to Bill's Carpet & Flooring Inc.

while this coupon is valid until December 31, 2015.

Redeem at

BILL'S CARPET & FLOORING INC

1073 Sharp Avenue, Ephrata, PA 17522

(717) 733-1516

We look forward to seeing you soon!

Your friends at IVC

*Present the coupon to sales associate at time of purchase. This coupon entitles you to receive 10% off any qualifying The Floor Store flooring purchase between \$1,000-\$5,000, up to \$500. In-store only, no online sales. Discount applies to flooring material only. This coupon cannot be combined with any other offer. One coupon limit per person, per order, at participating retailer noted below. Coupon expires: 12/31/15.

See the terms and conditions.

Best Practice for Converting Leads – What You Need to Do

- Approach online leads with same intensity as in-store; 80% of all offline sales are influenced by online at some point throughout the shopping experience
- Position someone with accountability for the leads; someone that is an active email user throughout the day
- Respond immediately to lead (ideally within 20-60 minutes) no later than next business day as it significantly decreases your opportunity to close the sale
- Focus on creating specific appointment date/time or measure; especially on incoming phone calls, always ask for consumer name and phone number so that you can follow up in future vs. just inviting to come to the store some day
- Proactively work these leads. They are IN MARKET consumers. Consumers do not request coupons online for flooring unless they have a need. Even if a customer is not immediately ready, keep working leads through email and phone. Just like the offline process, they may need more than just 1 touch to get them to close.
- Use schedule a measure and shop at home to get in the home; 75% of sales close when you are able to get to their home.

Next Steps - What you need to do in order to participate

- Confirm participation to your distributor
- Confirm acceptance to support and fund 10% coupon offer; *material only* up to a total of \$500 off of \$5000 worth of material
- Confirm acknowledgement and acceptance that phone calls from IVC website to your store will be recorded and reviewed for quality purposes
- Review store profile information template. This information need to be consumer facing information (not procurement or warehouse information)
- **Information to be confirmed ← We need this from you (the Retailer)**
 - Retailer Name
 - Address
 - City, State, Zip
 - Store Phone (not warehouse or purchasing phone)
 - Retailer Email to receive leads (no valid email = no participation)
 - Store Hours
 - Store website address
 - Distributor Name
 - Confirm IVC Products Carried
 - Confirm IVC Displays for Products Carried