



*As natural as walking on grass™*

## Sales Tips

1. Create a lending library with our *Miniature Swatches*. Your customers can see the colors in their home and apply a small deposit fee towards their purchase with you. The miniature swatches are made to approximate our larger rugs in scale.
2. Create a *Rug Room* or a *Rug Closet* with our *Offset Display Program*. It's easier for your customers to see our rugs when they're hanging on our display. It keeps your store organized as rugs can be grouped by color.
3. *Choose select color combinations and order deeply* within them rather than stocking too much, When your customers can see a variety of sizes, they buy more and in all colors!
4. Create *stunning visuals* with our digital photographs in your store flyers or on your website.
5. Print the new *Merchandiser* from our website, laminate or frame it near your Earth Rug display. It's informative and interesting.
6. Print the new *Order Form* from our website, designed without pricing, for ease of use when helping your customers decide which size and color(s) are best for them.
7. Create and add Earth Rugs™ to your *In-Store Bridal Registry*.
8. Start a "*Send a Rug to a Soldier*" Campaign.
9. Sell our *custom sizes*, made to order for your customers who may need something not listed on our order form.
10. Showcase your "*green*" products that are eco-friendly in one area of your store, in your store flyers and on your website.

Enjoy more business and more profits with Earth Rugs™!  
Call us for details, 1-800-562-1885. We're open M-F 8:00-5:00 CST  
(except for lunch 12:30-1:30). We look forward to speaking with you!