



HIRSHFIELD'S SHOP AT HOME



WHAT IS SHOP AT HOME?

Shop at Home is a complimentary service for customers. We have 4 designers on staff, each specializing in window treatments, draperies, and motorization. Our primary objective is helping customers select the right product for their home, in the comfort of their own home.

SHOP AT HOME SALES TEAM (TWIN CITIES)



Andrea

Covers South Metro (eastern and western) and central metro area
Specializes in draperies, motorization, and all hard treatments we offer.

Hunter Douglas Certified Professional
Assisting customers in their home for over 30 years.



Dawn

Covers Central and Western (Northern and Southern) metro area.
Specializes in draperies, soft treatments, window tint, shutters and all hard treatments we offer.

Skillful in mixing colors and patterns.
Hunter Douglas Certified Professional
Assisting customers in their home for over 30 years.



Beth

Covers the metro area (eastern and central) and western Wisconsin
Specializes in draperies, soft treatments, shutters, window tint and all hard treatments we offer.

Hunter Douglas Certified Professional
Assisting customers with their home projects for over 30 years.
Previously worked in our retail stores for over 20 years

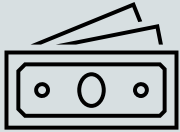


Rachel

Covers North and Central metro area.
Specializes in hard treatments and draperies
Hunter Douglas Certified Professional.

Previously worked at Hirshfield's Design Resource & Ethan Allen

WHY REFER CUSTOMERS TO SHOP AT HOME



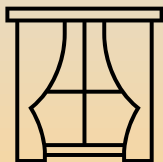
You get paid.

You get paid a percentage based on the sale amount. Payouts on Shop at Home sales are done once a month. There is a PDF available to you to see if a customer purchased it in the Hirshfield's Resource folder.



Your store gets credit.

At the end of each month, Kelly calculates the store referrals on jobs that were closed out that month. On the last day of the month, she then transfers back those sales to your store.



Hirshfield's benefits.

A Shop at Home Designer will typically sell more than what was going to be sold in the store, due to the opportunities of adding on sales while in the home.



4 Designers Sold over
\$1,000,000

Highest Designer
Closed Sales
\$1,300,000

3 Stores sold over
\$700,000 (through
Shop at Home, In-
Store or
Combination)

Average Sale from a
Store Referral to SAH
\$3,800

57 employees
referred customers
to SAH, resulting in
over \$2,000,000 in
sales

Referral Spiffs paid
over \$43,000 in 2022

2022 WINDOW TREATMENT SUCCESSES



HOW DO YOU KNOW IF YOU SHOULD REFER A CUSTOMER TO SHOP AT HOME?

Questions to ask your self

- Has the customer inquired about new window treatments or blinds?
- Are they building a new home?
- Are they repainting their home?
- Interested in Motorization?
- Are they interested in shutters?
- Have they mentioned the idea of draperies or side panels?
- Have you worked with them in the store and know that Shop at Home could benefit them?
- Are you uncertain if a window treatment will work for the customer?
- Did they bring in an “old” blind to be repaired?

I see you are repainting your room? Will your current window treatments work with your new color?

Did you know that Hirshfield's sells custom window treatments?

Wow, your shade has lasted a long time. Have you thought about updating or replacing them?

I see you are building a new home, have you considered having your home prewired for blinds?

HOW TO REFER A CUSTOMER TO SHOP AT HOME

Shop At Home Referral - Hirshfield's
(hirshfields.com)

- Referrals to Shop at Home are to be completed from the Referral Link.
- In order to receive credit for the referral and/or sale, the referral link is how we keep track

Did you know?

50% off Shop at Home sales comes from Store Referrals. That equates to approximately \$2,000,000 a year!