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RETAIL SALES GUIDE:

Helping Customers Choose the Right Vinyl Plank

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Why Luxury Vinyl Plank?

Choosing the right flooring is no small task. It affects your home's look, feel, durability, and value. In many cases, which you choose isn't a matter of which selection is better. Instead, it's a matter of which works better where you want to use it.

Vinyl plank flooring has quickly become a favorite among homeowners as one of the most versatile flooring options available. Today's versions can closely mimic the look of natural wood while offering benefits that real hardwood can't match.

Luxury vinyl plank has a layered approach. It generally consists of four layers:

1. **Wear Layer:** It protects the decorative print layer from scratches, stains, and wear
2. **Decor Film:** It features a digital image of tile, wood, stone, etc. This layer provides a realistic look to the flooring
3. **Core:** The core primarily features PVC resins, calcium carbonate, plasticizers, and UV stabilizers. It creates the floor's backbone
4. **Backing:** This final layer is water-resistant and often waterproof, adding to the stability
5. **Bonus Layer - Coating:** Designed to provide superior scratch resistance to keep floors looking newer longer, such as Diamond 10® Technology

Luxury Vinyl Plank Flooring Pros	Luxury Vinyl Plank Flooring Cons
Waterproof – Can be used anywhere, but especially ideal for rooms like kitchens, bathrooms, and basements	Not real wood — lacks the authentic feel and aging of hardwood
Realistic Visuals – Patterns, colors, and textures used to create vinyl planks mimic the look and feel of real wood	Can't be refinished — once worn, it must be replaced
Easy to Clean - To keep your vinyl planks looking new, use a broom, vacuum or microfiber sweeper for a quick clean up	Some lower-quality options can look or feel artificial
Extremely Durable – It's made to be lived on and doesn't scratch, indent or stain easily, making it kid and pet-friendly	Generally lower resale value than real hardwood



5RH7502, Sunwashed, Daybreak™ Select



5RH7508, Honey Crest, Daybreak™ Select



5RH7515, Morning Mist, Daybreak™ Select





5RH7505, Aurora, Daybreak™ Select

CORE SELLING POINT (when they're comparing other flooring products):
Luxury vinyl flooring is a practical, low-maintenance option for busy households and moisture-prone areas. It's a wise choice when life demands flexibility and durability. You'll never have to panic over a spilled drink, wet dog paws, or muddy shoes.

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Start Here: Qualify the Customer

Your job is to simplify the decision and uncover what's driving the purchase. Ask these questions before you start pulling boards.

Step 1: Ask 5 Questions

- Where is the floor going? (kitchen, bathroom, basement, laundry rooms)
- Kids or pets, or frequent guests? (scratch / dent risk, cleanup reality)
- Budget range? (target $/sq. ft. and total project range)
- Style goal? (light/dark; wide planks; realistic wood grains)
- Install? (DIY vs. pro; timeline; occupied vs. empty home)

Best Areas for Vinyl Floors

Kitchens and Bathrooms	Luxury vinyl flooring is highly water resistant, making it ideal for rooms where spills, steam, and splashes are inevitable.
Basements	Solid wood won't survive the humidity or potential moisture issues in a basement, but vinyl floors will.
Laundry Rooms and Mudrooms	These spaces demand durability. Luxury vinyl flooring easily handles wet shoes, laundry leaks, and dropped items.
High-Traffic Areas	Think hallways, entryways, and homes with kids or pets. Luxury vinyl is resistant to scratches and dents and won't show wear the way hardwood might.

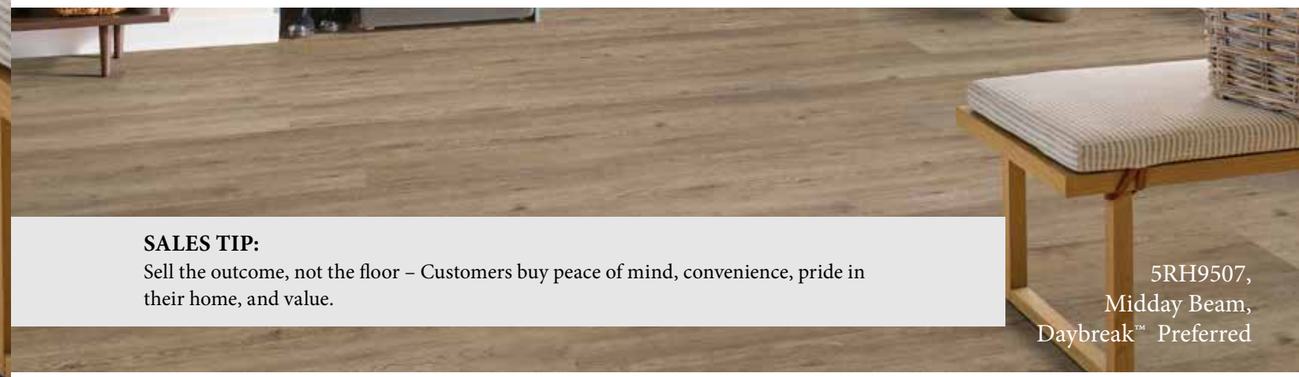
When to Choose Luxury Vinyl Flooring:

- You need a floor that's easy to clean and will not stress you out when spills or scratches occur
- You're on a budget but still want stylish, wood-look floors offering a modern finish
- You want something you can install yourself. Most luxury vinyl flooring uses click-lock systems that make DIY jobs easier
- You're updating a rental property or a home you may not stay in long-term

When to Avoid Luxury Vinyl Flooring:

- Projects where resale value is the top concern. Although luxury vinyl looks great, it doesn't match the long-term appeal of real wood

5RH9508, Alpenglow, Daybreak™ Preferred



SALES TIP:
Sell the outcome, not the floor – Customers buy peace of mind, convenience, pride in their home, and value.

5RH9507, Midday Beam, Daybreak™ Preferred

Reasons Why Vinyl is a Better Option for Your Home

Even though you might believe you prefer hardwood flooring, sometimes it's not a good fit. While vinyl and laminate are popular alternatives to hardwood, vinyl often comes ahead of even laminate for several reasons.

Here's Why:

1. **Water Resistance:** Vinyl flooring is water-resistant or fully waterproof, making it suitable for bathrooms, kitchens, and basements.
2. **Durability:** Vinyl flooring is highly durable and resist scratches, dents, and wear, making it ideal for high-traffic or active households. Products with a protective coating, such as Diamond 10® Technology, are designed to provide superior scratch resistance to keep floors looking newer longer.
3. **Comfort and Noise Reduction:** Due to its composition and optional underlayment, vinyl flooring is softer and quieter underfoot than laminate. This makes it a better choice for bedrooms, living rooms, and family areas where comfort matters.
4. **Versatility in Installation:** Vinyl flooring offers installation flexibility, especially luxury vinyl plank (LVP). Many types are DIY-friendly with click-lock systems or adhesive backing.
5. **Lifespan:** With proper care, high-quality vinyl flooring can last 20 years or more.
6. **Ease of Maintenance:** Vinyl flooring is easy to maintain with regular sweeping and mopping, even in homes with kids or pets.
7. **Design Options:** Thanks to advanced embossing technologies, vinyl that looks like wood often provides more texture and depth. Vinyl is also available in a broader variety of waterproof styles, giving it an edge in versatility.

CORE SELLING POINTS:

- Hardwood is beautiful, but luxury vinyl gives you the same visual appeal with far less worry
- Laminate looks great until water gets involved. Vinyl is built for real life.

SALES TIP:

If hardwood is the aspirational choice and laminate is the practical choice, vinyl is the flooring that delivers both beauty and practicality in one product.



5RH9506, Night's End, Daybreak™ Preferred

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Close the Sale: Bundle, Quote, and Confirm

This is where you reduce doubt. Use a simple close framework and handle objections directly.

Common Objection Handling

- **"I need to think about it"** ➢ What it really means? I'm nervous about making a mistake
  - **Response:** Of course. Before you do, what specifically would you like to think through? The product, color, installation, or investment?
- **"I'm concerned about durability"** ➢ What it really means? Worried it won't hold up
  - **Response:** Tell me what durability concern is biggest for you – pets, kits, furniture, or heavy traffic?
- **"I'm not sure about the color"** ➢ What it really means? Fear of regret
  - **Response:** Everything else seems to fit your needs. Let's focus on color. Of the options we've looked at, which one feels most like home?
- **"I've heard vinyl isn't as good as hardwood"** ➢ What it really means? They see hardwood was the gold standard
  - **Response:** Hardwood is beautiful. The reason many homeowners choose luxury vinyl today is because they want the same visual appeal with less maintenance and fewer worries about moisture, scratches, and everyday wear.
- **"I don't want buyer's remorse"** ➢ What it really means? Biggest fear in flooring sales
  - **Response:** Let's go back to what you said was most important: durability, waterproof performance, and a natural wood look. Has this floor met those goals?

The Close Framework (Say it Out Loud)

1) Discover priority ➢ main reason for floor shopping

2) Match lifestyle ➢ pets, kids, entertaining, or all the above

3) Lock the look ➢ color + width

4) Build the system ➢ add underlayment, trim/molding, and cleaner

5) Quote confidently ➢ "Want me to price this exact setup for your square footage?"

Closing Statement: What makes luxury vinyl such a smart choice is that you're not sacrificing anything important. You get the look of wood, the durability today's families need, the confidence of waterproof performance, and a floor you'll enjoy for years. Based on what you've told me, I think you'll be extremely happy with this choice.

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