



NICF for ms transatlantic alliance

THE National Floor Show in Harrogate was the scene of an international meeting of floorlayers.

Visiting the UK from America were representatives from **CFI (Certified Floorcovering Installers Association)**, Ben Boatwright and Kelly Huddleston.

Ben and Kelly met members of the **NICF (National Institute of Carpet & Floorlayers)**, including the president Phil Poser.

From their associations' points of view they faced similar problems, according to Phil, including efforts to enroll new members, keep our existing ones, and also creating public awareness of the floorlaying trade.

They agreed that there would be positive mutual benefits in maintaining a 'transatlantic alliance', enabling their respective associations to more effectively

Pictured above (left to right): Phil Poser, NICF president; Steve Ramsden, FITA's chief training consultant; Ben Boatwright and Kelly Huddleston, Certified Floorcovering Installers Association, based in America; and Tim Nicholas, NICF

deal with various issues.

As a gesture, Phil conferred on Ben and Kelly the status of honorary NICF Master Fitters based in the USA.

DIARY DATES

INDEX INTERIORS

December 3-7
Dubai
www.indexexhibition.com

DOMOTEX

January 17-20
Hannover, Germany
www.domotex.de

HEIMTEXTIL

January 14-17
Frankfurt, Germany
www.heimtextil.de

INTERIORS BIRMINGHAM

January 18-21
NEC, Birmingham
www.interiorsbirmingham.com

IMM COLOGNE

January 19-25
Cologne, Germany
www.imm-cologne.de

SURFACES

February 3-5
Las Vegas, USA
www.worldstonefairs.com

CEVISAMA

February 10-13 Valencia, Spain
www.http://cevisama.feriavalencia.com

Improve your selling skills or your money back

THE **FLOORING GUILD** is offering a series of one day psychology workshops in its selling skills programme with an additional incentive to attend.

The Guild is promising that if your personal sales do not improve after attending its one day sales psychology workshop (costing £99 plus VAT) it will refund at least 5% of your money.

The course is designed to enable

participants to more fully understand the sales process including:

- what makes people buy and how they select a supplier;
- the importance of body language and its impact;
- the difference between needs and wants and how to create them;
- the difference between male and female customers;

■ how to create interest by using the senses of hearing, sight and touch;

■ how to close a sale and generate extra business; and

■ how to generate business through recommendation from satisfied customers.

For details of dates and venues contact Margaret King.

■ T: 01480 471476

■ E: margaret.king@flooring-guild.co.uk

THE GLUES BROTHERS by Bob Lawton

