

Showroom Selling Playbook

Building Materials & Hardware

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a showroom selling playbook for tiles/sanitaryware/paint — greeting and discovery, display and sample use, design guidance and combinations, quotation and closing, and follow-up — so walk-ins and browsers convert into orders. Use it for showroom conversion. For product advice use the Tiles & Sanitaryware Selection Advisory.

Purpose of this tool & output

Convert walk-ins in a tiles/paint/sanitaryware showroom

How the output is used

Use it to convert walk-ins in a tiles, paint or sanitaryware showroom — the greeting, display, demo and close that turn browsers into buyers.

Important cautions

Capture every walk-in contact and follow up; showroom browsers who leave un-followed-up are the biggest lost-sales source.

Companion documents

- Counter Sales & Billing SOP
- Quotation & Order Builder
- Contractor & Builder Sales Playbook
- Upsell & Cross-Sell Guide
- Delivery & Logistics SOP
- Customer Service & Complaint SOP

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