

**From:** Jeffrey Sleete <jeff@sleetesales.com>

**Sent:** Wednesday, January 25, 2023

**Subject:** Door Openers 1/25/23: Car Dealers 4x/ Pickleball/ Mattress Stores/ Retail/ Restaurants; Supermarkets/ Boat Dealers/ Musical Instrument Stores/ Flooring Dealers/ Appliance Stores

### **Wednesdays: Door Openers**

A series of specific leads and talking points that can...  
give a seller something to converse about other than your station(s)  
turn a cold call into a warm call  
make prospecting easier  
land an appointment

### **Used Cars**

Buying a used car has been surprisingly difficult for the last two years, with strong demand and diminished supply driving average prices as high as \$33,000. Nonetheless, many buyers opted for used cars in 2022, in large part due to production wait times and dealership markup on new models. In fact, 9.8 million used cars from the model years 2017 through 2021 were sold last year in the US, according to a survey from iSeeCars.com.

Among those 9.8 million used vehicles sold, the sales trends remained largely true to what American consumers are known for, across both urban and rural populations. Trucks remain a central part of the used vehicle market, though crossovers continue to climb the sales ladder in a numbers war with economy sedans. Here are the 10 best-selling used vehicles of 2022:

The Ford F-150 tops the list at 3.3% of Total Used Car Sales

Chevrolet Silverado 1500 @ 2.8%

Ram 1500 @ 2.3%

Chevrolet Equinox @ 2.2%

Honda Civic @ 1.8%

Toyota Camary @ 1.7%

Toyota RAV 4 @ 1.7%

Nissan Rogue @ 1.7%

Ford Escape @ 1.5%

Jeep Grand Cherokee @1.5%

**Door Opener:** Share these stats with your Used Car Dealer clients. They may be able to build a sales event around these models.

### **AND**

#### **GM Dealers**

**Door Opener:** Call on your GM dealers and help them to promote the manufacturer's "**Ride Off With a Sweet Deal**" sales event.



#### **The Offer:**

0.9% APR financing on select Certified Pre-Owned models.

Expires 4/3/23

#### **Mini**

**Door Opener:** Get in front of your area MINI dealers with ad ideas tied to the February arrival of the 2023 MINI Convertible Seaside Edition.



To mark the 30th anniversary of the sporty open-top MINI four-seater, the MINI Convertible is now available in the Seaside Edition with exclusive design and equipment features and optional shimmering blue Caribbean Aqua or Nanuq White paint finishes.

#### **Nissan**

**Door Opener:** It's not too early to pitch Nissan dealers with ideas for them to advertise the spring arrival of the 2024 Nissan GT-R.



Powered by a 3.8-liter V6, 24-valve, twin-turbocharged engine, the new GT-R also boasts a refined interior with Nappa leather appointments, standard NissanConnect infotainment system with 8-inch multi-touch display, dynamic ride and handling capability, and premium convenience features including a Bose 11-speaker audio system

The GT-R will be available in three grades - the GT-R Premium, T-spec and the 600-horsepower GT-R NISMO. The 2024 Nissan GT-R arrives at select U.S. Nissan dealers this spring; the NISMO arrives this summer.

## Pickleball

Between August 2021 and August 2022, 14 percent of Americans played pickleball at least once, amounting to 36.5 million picklers playing last year, according to the 2023 APP Pickleball Participation Report. The report found that 8.5 million of those players got pickling more than eight times in that time span. That's up from an estimated 3.5 million players in 2019, before the sport shot to popularity during the pandemic.



Pickleball, a combination of tennis, badminton and ping pong, was first created in 1965 in Bainbridge Island, Washington, by three fathers looking to give

their bored children a new activity by using a hodgepodge of other sports as inspiration.

The sport saw some success among boomers in more recent years. The Villages in Florida now features more than 220 pickleball courts.

Then came the Covid-19 pandemic, and the sport saw an unexpected boom. As the coronavirus prevented people from playing traditional team sports, people flocked to the paddle sport as a socially distant way to be outdoors and stay active.

Experts also pin the rapid popularity of the sport to a few other factors — the ease of play, the low cost of entry and sociability. Pickleball can be learned in a just a few lessons, and players can find tournaments at varying competitive level.

The cost of entry is also more affordable than sports like tennis or golf. You don't need a fancy country club membership, and a good paddle can be found between \$100 and \$200.

Pickleball is also incredibly social and provides an outlet for many to make new friends of all ages. While boomers dominate the sport, younger players are increasingly taking to the court.

Expanding coverage of the sport from major TV networks and the fact it is being considered as a possible event at a future Olympics.

**Door Opener:** There is plenty of ad spend opportunity to target with this sport, from equipment sales, to tennis court conversions, to play court promotion that includes shopping malls that are now adding indoor courts to their real estate. Approximately 10,000 facilities are registered nationwide with the USA Pickleball Association and 99 percent are outdoors and not useable during inclement weather.

## Mattress Stores

**Door Opener: Starting February 1** Beautyrest mattress dealers have a manufacturer's "Presidents Day Event" that can be advertised.



**The Offers:**

Up to \$900 in savings on the purchase of a Beautyrest Black or Beautyrest Black Hybrid mattress, a Beautyrest Harmony Lux or Harmony Lux Hybrid mattress or a Beautyrest by Nate Berkus mattress Expires 2/27/23

**Beautyrest retailers:**

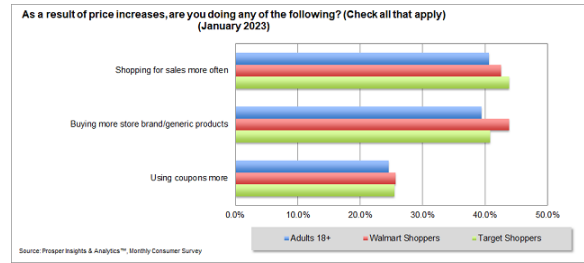
<https://www.beautyrest.com/stores/>

**Retail**

**Door Opener:** Prosper Analytics, a global leader in “consumer intent” data and the primary research arm of the National Retail Federation, monthly delivers a snapshot of consumer sentiment. Use this as seeding material with your retail clients and as a door opener to talk ad strategies to maximize market share in our current economy. Those who keep their ad messaging up will profit now and gain when things return to more normal times. Your clients must continue to let customers know about their products and services and encourage them to convert. Every recessionary period ends. There will be businesses and brands that gain market share through great products, great in-store experiences and a strong brand promise. There will also be those that miss out by being shortsighted. Cutting marketing budgets will just set them up to be on their hindquarters when the economic recovery begins. And it will.

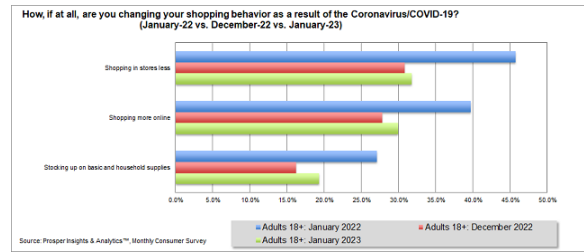
**Consumer Response to Price Increases: Changing Behaviors**

Consumers are coping with the price increase spikes by shopping for sales more often, switching to store brands/generic products and, using coupons more. These shopping behaviors are more apparent with customers of Walmart and Target.



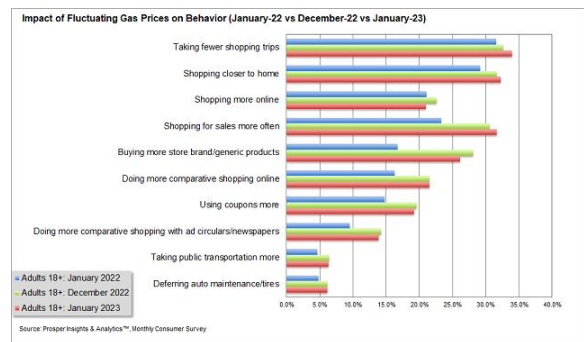
**Changing Behaviors: Returning to Stores**

Since the beginning of 2022, consumer shopping behaviors are showing a return to shopping in stores with 31.8% of Adults 18+ shopping in stores less compared to 30.8% in December and 45.7% last January. This month, 29.9% are shopping more online compared to 27.8% last month and 39.7% last January. This month, 19.3% mentioned that they are stocking up on basic and household supplies compared to 16.2% who said the same last month and 27.1% last January.



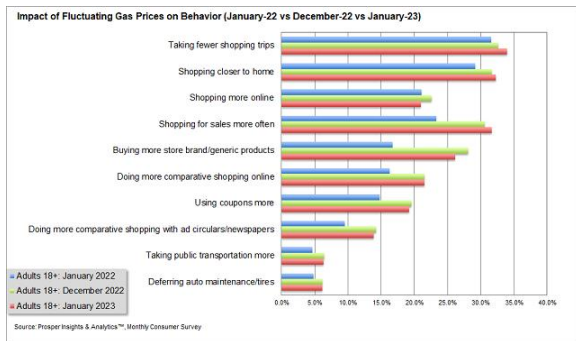
**Gas Prices Impact on Spending: Cutting Back**

The fluctuating gas prices over the past year has had an impact on consumer behavior. This month, 34% of Adults 18+ said they will be taking fewer shopping trips because of fluctuating gas prices. This compares to 32.6% last month and 31.6% last January. The fluctuating gas prices have also led to 32.3% of Adults 18+ shopping closer to home this month. Last month that number was 31.7% and it was 29.2% last January. Those shopping for sales more often has increased slightly to 31.6% this month versus 30.6% last month and 23.3% a year ago at this time.



### Impact on Behavior: Shopping Behaviors Changing

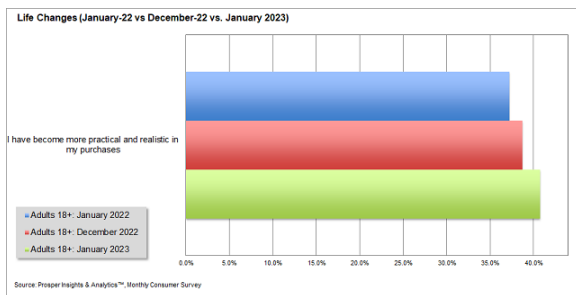
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### Strategy: Realistic and Practical in Purchasing: Practicality Increases

Slightly

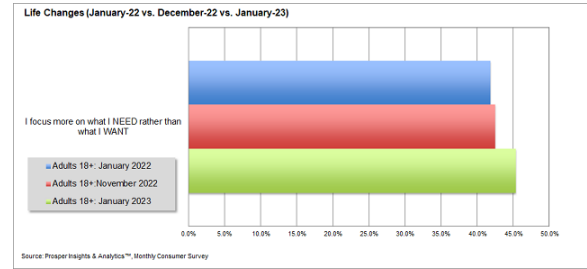
The need to become more practical and realistic in purchases increased slightly since last month. This month's reading shows that 40.8% of Adults 18+ are becoming more practical and realistic in their purchases versus last month when 38.7% said the same. Year over year, the need to be more practical and realistic with purchases has increased from 37.2%.



Focus on Needs: Increasing Slightly

Shoppers' focus on just what they need has increased slightly since last month. This month's reading is at 45.3% of Adults 18+ who say they are focusing on what they need when making purchases versus 42.5% who said the same last month. This

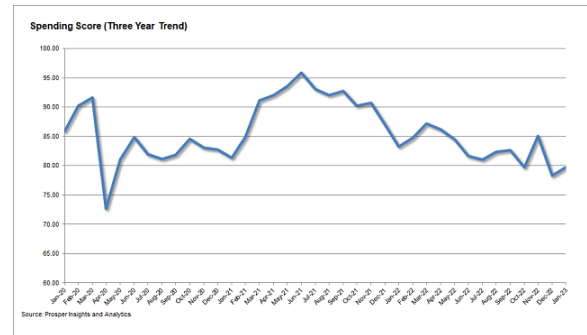
month's reading increased since January 2022 when 41.8% of consumers were focusing on their needs.



### What's Ahead For Consumer Spending:

Spending Score: Up Slightly

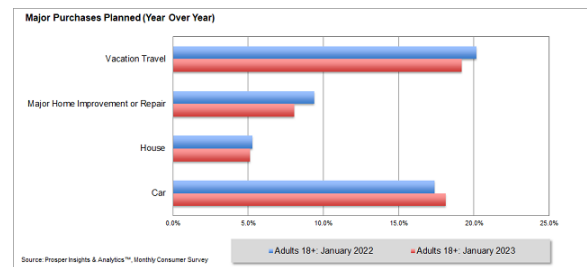
This month's reading reports a spending score of 79.77, up slightly from last month's reading of 78.35 as consumers will be spending less in the future. The spending score last year at this time was 83.26. The spending score is an index that goes from 0 to 100. An index of 100 means there is an equal number of consumers planning to spend more than less over the next 90 days. An index under 100 means there is a smaller number of consumers planning to spend more than there are consumers planning to spend less.



### Major Purchase Plans Over The Next 6

Months: Decreased Slightly

Year over year, plans for Vacation Travel, major home improvements and plans for buying a house decreased slightly. Plans to purchase a car has increased year over year by over .7 percentage points.



\*Prosper also has a great monthly data by DMA service on auto sales forecasting and purchase plan stats that are worth investigating.

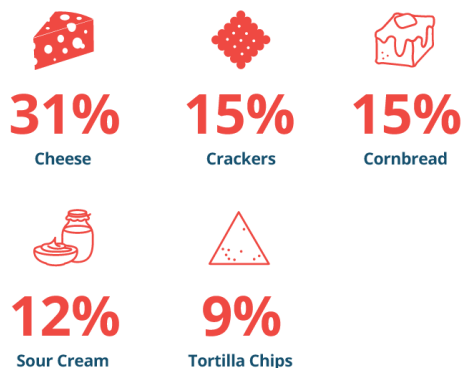
### Restaurants; Supermarkets



**National Chili Day** is celebrated during February (23<sup>rd</sup> during 2023). No surprise that as a hot bowl of chili on a winter's day makes sense!

**Door Opener:** Grocery stores can advertise a special offer on the purchase of a basket with all the ingredients needed for a hearty bowl of chili. Also feature the most popular chili toppings:

### TOP 5 MOST POPULAR CHILI TOPPINGS



Restaurants can feature chili on the menu that day (or week). Have the chef create a selection of chilis, including vegan varieties. Ask customers to share their favorite chili recipes and post them on supermarkets' and restaurants' Websites and social media platforms. You can also possibly create a "(Name of your town) Chili-Tour" that you can sell to multiple restaurants that are best at featuring the entree and suggest consumers have a progressive dinner to find their favorite version with special discounts.

### Boat Dealers

**Door Opener:** Bayliner dealers have a "Start Fresh & Save" sales event that can be advertised.



#### The Offers:

Up to \$2,500 off select in-stock Bayliner models. Qualifying models include: Element E18, Element E21, VR4, VR5, VR6, T18 Bay, and T21 Bay boats. Expires 3/31/23

#### Bayliner dealers:

<https://www.bayliner.com/us/en/dealer-locator.html>

### Musical Instrument Stores



**Door Opener:** March is **Music in Our Schools Month** and it's a natural ad event tie-in you can sell local musical instrument dealers to support and promote their best pricing on lease and purchase programs for popular instruments.

The purpose of MIOSM is to raise awareness of the importance of music education for all children – and to remind citizens that school is where all children should have access to music.

### Flooring Dealers



Anderson Tuftex (A/T), premium residential carpet, hardwood and rug brand of Shaw Industries Group, Inc. (Shaw), has announced its phase one introductions for 2023. Styles were inspired with the intent to elevate, differentiate, and rejuvenate Anderson Tuftex's current carpet portfolio.

Phase one of Anderson Tuftex's 2023 design portfolio puts special emphasis on more versatile color

variation and has allowed Shaw designers to expand on what is possible in soft surface style and design.

A/T's Signature collection features six new styles, including four new Pet Perfect styles, all with varying colors and designs. The Studio collection features four new styles that offer a rejuvenated take on other popular A/T styles.

"The shifts in color bring depth, enhance dimension, and add a strong sense of character to each style," said Jacob Daily, senior marketing manager, A/T. "Each style is 100% unique and is an authentic transformation from traditional aesthetics. And, all products are sustainably made, furthering Anderson Tuftex's commitment to designing healthy homes and spaces – for people and the planet."

Anderson Tuftex (A/T), has also announced its phase one hard surface introductions for 2023. New introductions include Instrumental, a maple hardwood line with five expressive colors, and three new color introductions to the brand's existing Noble Hall collection.

A/T's Noble Hall collection features a foundational white oak series with wire-brushed visuals. New 2023 colors intentionally add modern looks to the collection while maintaining its timeless aesthetic.

"New Noble Hall color adds from Anderson Tuftex are foundational, natural and essential for interior designs," said Alex Moody, a designer for Anderson Tuftex. "If you're curating a wardrobe, these would be your stylish staples that go with every occasion. New maples from our Instrumental line offer more expressive and flashy styles for making bolder style statements."

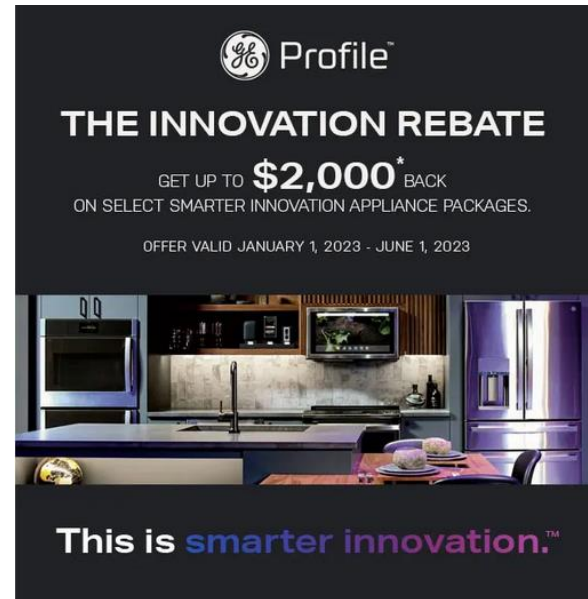
Inspired by the maple veneers of jazz and blues guitars, this new collection from A/T produces a visual clarity that is supposed to be just as perfect as the famed licks and melodies that gave the muse its humble beginnings. This clarity is especially notable due to the long-maligned visual of maple hardwoods in the industry. Thanks to a new and innovative staining process, Instrumental is expected to excel where other maple hardwoods fell short.

**Door Opener:** Be the only media vendor to approach AT dealers on the ad merits of these new product offerings. If nothing else, you are sure to open up a healthy conversation about ad promo.

**AT Dealers:** <https://andersontuftex.com/find-a-retailer>

## Appliance Stores

**Door Opener:** GE Profile dealers can promote the manufacturers "Innovation Rebate".



The advertisement features the GE Profile logo at the top. Below it, the text reads: "THE INNOVATION REBATE", "GET UP TO \$2,000\* BACK ON SELECT SMARTER INNOVATION APPLIANCE PACKAGES.", and "OFFER VALID JANUARY 1, 2023 - JUNE 1, 2023". The central image shows a modern kitchen with stainless steel appliances, including a refrigerator, oven, and sink. At the bottom, the slogan "This is smarter innovation.™" is displayed in a blue and purple font.

### The Offer:

Up to \$2000 back on select Smarter Innovation Packages.  
Expires 6/1/23

### GE Profile

**dealers:** <https://www.geappliances.com/ge/where-to-buy.htm>



