



State of the Art Tools
for the
VISIONARY
ENTREPRENEUR

Complete Advertising Programs
Annual Marketing Plans
Visionary Management Programs

All material in this presentation is proprietary, and is
© COPYRIGHT 2010, ULTRASALES, INC. ST. AUGUSTINE, FL

Unauthorized use of this material
in any form whatsoever is forbidden by law.
DO NOT COPY OR DISTRIBUTE

**Additional information about Ultrasales, Inc. and Larry Mullins
is available at www.ultrasales.com or www.furninfo.com.
Several dozen valuable articles written by Larry Mullins for
Furniture World magazine are also available on those sites.
Search “Larry Mullins” for the list.**

Thank You for Your Interest in Our Company . . .

In this presentation you will learn how independent furniture stores of all sizes are achieving remarkable results in tough times by using Larry Mullins' programs.

My mission is to develop a relationship with you, and help you achieve your personal goals in volume and profit. My events cost much less than a finance company charges for a longer term "zero-percent" credit event. By doing only one event annually, you can be the single furniture store in your market area with exclusive rights to these programs. In these pages you will learn how my programs work, and how easy they are to use.

Dear Prospective Client:

Our programs are immensely successful, and are achieved without radical price cutting and price-item advertising. No one does a better job of reflecting a store's image and interfacing favorably with the community.

Over the last two decades we have perfected our turn-key high impact programs so that any intelligent manager or entrepreneur can successfully do a high impact event on their own, even if this is their first experience with this kind of sale. Because you are in charge of your own sale and are not using intrusive "hired guns" to do your event, you will end up with a great deal more profit. Most promoters charge from six to nine percent, plus per deim and other fees. We charge a small fraction of that, and if you follow our directions, our programs are virtual "silver bullets." (They never miss). We have been called "the furniture industry's best kept secret" because nearly all of our business comes from referrals.

In the first section of this proposal I present the basic tools we give you to work with in a typical turnkey program. We are the best in the country at what we do, and our cost is well below competitors. We believe that by using these tools, nearly any furniture entrepreneur can run his or her own event, and make *much, much more* bottom line profit by doing so. All you need are the right tools and strong support.

I hope this proposal is of interest and I will have the opportunity to serve you.

Larry Mullins
President, UltraSales, Inc.
(904) 794 9212
Larry@LarryMullins.com

OUR BASIC PROGRAM

3 of 5 exhibits

DIRECT MAIL



The Big One Starts
Wednesday,
December 26th!



\$1,000,000 END of YEAR FURNITURE & MATTRESS DISPOSAL

LIVING ROOMS: Complete decor coordinated room ensembles, Chairs & Ottomans, Sofas, Recliners, Stools, Tables & Lamps, Bookcases, Dressers, Trunks, Chests & Mirrors, Bedding Ensembles.

HOME ACCENTS: Occasional Tables, Bookcases, Cabinets, Entertainment Centers, Bases, Home Accessories, Youth Bedrooms, Lamps, Rugs.

BEDROOMS: Complete Suites, Plus upstock Beds, Chests & Drawers, Dressers & Mirrors, Bedding Ensembles.

DINING ROOMS: Casual and formal groups, plus open stock Tables, Buffets, Tables & Chairs.

HOME OFFICE: Desks & Chairs.

MATTRESS SALES: Sealy Posturepedic, Serta & Encas, and Simmons Beautyrest Mattresses. **EVERYTHING YOU NEED.**

YES, YOU CAN!
Get Exactly
What You Want,
Do Yourself
Proud, and
SAVE
BIG!

AT Ten A.M. Sharp
Furniture Shoppers will
to Get Our Best Furniture &
WELL, ALL
As a Preferred Ashley Furnit
This Letter Entitles You
It's Our Way of Saying "Thank V

Dear Preferred Customer:

It's the event everyone waits for... and for good reason! It's our million-dollar end of year blowout. It's our last chance to clear excess inventory. It's the last opportunity of the year for shoppers to acquire America's favorite furniture and mattress brands for almost on the dollar. This year, because of the housing slump, our inventories are much too large. We are cutting prices more than ever before... profit is of little consideration. Reductions will range from 20% to 71% off assignable retail values. *But for you, here is the most important news:*

AS A PREFERRED CUSTOMER,
YOU ARE ENTITLED TO SPECIAL CASH DISCOUNTS
OF \$50 AND \$100 OFF OUR SALE PRICES,
DISCOUNTS THAT WILL NOT BE AVAILABLE
TO THE GENERAL PUBLIC. OR, IF YOU PREFER ...

If the timing isn't right, we will extend the option of **twenty-four months same as cash** privileges to you with **NO** money down, **NO** minimum purchase, and **NO** interest.

Our mission is to be the best furniture and mattress source in all the communities we serve. Being the best and bringing the best to you is our relentless pursuit. We are proud to represent Ashley, the largest selling furniture brand in North America. We look forward to serving you!

OUR PROMISE TO YOU:
SATISFACTION

*Bonnie Kay
& Glenn Goldenberg*
Local Owners in behalf of the

POSTMASTER:
DATED MATERIAL ENCLOSED
PLEASE DELIVER
DECEMBER: 21 - 22 - 24

YES, YOU CAN!
Get Exactly
What You Want,
Do Yourself
Proud, and
SAVE
BIG!

\$1,000,000 END-OF-YEAR FURNITURE & MATTRESS DISPOSAL

DATED MATERIAL.
PLEASE OPEN ASAP

A powerful direct-mail campaign is a significant part of our program. For longer sales we do two or more mailings. These contribute important volume, profit, and credibility for the event.



WEEKDAYS AND SATURDAY: 10 - 9 / SUNDAY: 11 - 6

**PREFERRED CUSTOMER
BONUS COUPON**

**EXTRA
\$50 OFF**

ALL END OF YEAR FURNITURE or MATTRESS
SALE PRICES for ANY NEW PURCHASE
OF \$499 OR MORE

**PREFERRED CUSTOMER
BONUS COUPON**

**EXTRA
\$100 OFF**

ALL END OF YEAR FURNITURE or MATTRESS
SALE PRICES for ANY NEW PURCHASE
OF \$899 OR MORE

Bonus Coupons are not transferable. They cannot be combined or used with any other cash discount coupon.

**WALL-TO-WALL
(THEME of EVENT)**

SALE

**SPECIAL PREVIEW
SALE IN PROGRESS.**
If You Are a (Store Name)
Customer and did not
Receive Notification
of this Special Event,
**PLEASE COME
RIGHT IN!**

IN P

**FURTHER &
FINAL
REDUC-
TIONS!
HURRY!**

**OUR BASIC
PROGRAM**
5 of 5 exhibits

**WINDOW SIGNS,
AIR MEDIA**

Finally, we provide sets of window door signs in ample quantity, broadcast-ready radio commercials, and TV storyboards if they are required.

CLASSIC INTERIORS of RENO
RADIO BUYING GUIDE

DAY & DATE	SPOT #	TIMES TO AIR SPOTS	STATION & SPOTS PER HOUR	THEME
MONDAY 12/11	10	10:00 - 11:00	KLTV 3	CLASSIC INTERIORS OF RENO
TUE 12/12	10	10:00 - 11:00	KLTV 3	CLASSIC INTERIORS OF RENO
WED 12/13	10	10:00 - 11:00	KLTV 3	CLASSIC INTERIORS OF RENO
THUR 12/14	10	10:00 - 11:00	KLTV 3	CLASSIC INTERIORS OF RENO
FRI 12/15	10	10:00 - 11:00	KLTV 3	CLASSIC INTERIORS OF RENO
SAT 12/16	10	10:00 - 11:00	KLTV 3	CLASSIC INTERIORS OF RENO
SUN 12/17	10	10:00 - 11:00	KLTV 3	CLASSIC INTERIORS OF RENO

HARTS TO GO (The Museum) URGENT

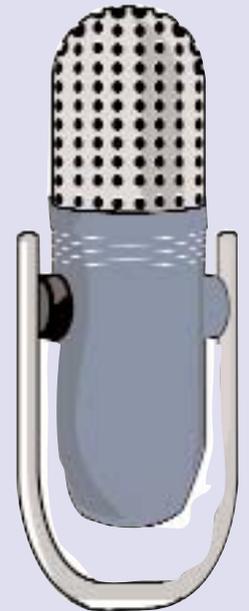
Alma and Dan Gerber

INTERIOR SHOTS
SAVE up to 61% ON EVERYTHING!

INTERIOR SHOTS
NO... Harts is NOT QUITTING BUSINESS!

INTERIOR SHOTS
HARTS TO GO (The Museum) URGENT

STARTS 10 AM FRIDAY!



MORE EFFECTIVE USE OF THE PRINT MEDIUM

The Heart of Our Program

WHILE THERE ARE NO “SECRETS” IN ADVERTISING, THERE IS A massive body of knowledge about print that is under-used. On the retail level trained pros who study and understand how to use the print medium effectively have virtually disappeared. Aside from the direct mail industry, and the best advertising agencies, effective use of print (especially at the retail level) is virtually a lost art.

However, with the exception of the new People-Media and permission marketing techniques, print is the least intrusive medium. Mastery of persuasion in print will lead to remarkably more effective advertising in virtually every media. Color newspaper inserts originally were very effective for furniture stores. Full color flyers are also favored by most large chains. Even so, unless they are crafted by experts, the novelty of full color and slick paper wears off. Most furniture flyers look alike, and the selling propositions, discounts, and credit offers wear thin. These flyers have taken on a “WalMart” corporate canned look, and they lack community appeal, effective copy and consistent benefit-selling factors.

UltraSales takes advantage of this by using full color flyers and ROP ads that feature the owners or managers, local personnel, and have a fresh, community-friendly appeal. We combine techniques of copy persuasion with small “bytes” of information. An individual who does not care to read much but wants the story quickly will know “WHO, WHAT, WHEN, WHERE, HOW AND WHY” within ten seconds. If she wants to know more, there is plenty of detailed information woven through the ad. We combine years of proven research about print with quick “bytes” for the less patient modern reader. To do this I use a proprietary 36-point check list on each ad.

One excellent new product is a fresh circular approach. We produce flyers for certain sales, and provided a ROP and radio support package.

WENDELL'S FURNITURE



\$1,000,000 CLEARANCE & OFF!

A Million Dollar Selection of America's Finest Brands at Certified Reductions of up to 65% Off Regular List Prices

Please read the story behind an event that is destined to make Colchester history!



SUNSET TRADING

I want to be very clear about one thing: Although we are cutting prices to the bone, Wendell's Furniture is NOT going out of business. As a matter of fact, in our 40+ year history of service to Colchester area, we have been truly blessed by this community's acceptance and support. We are having a great year, not because of lower sales, but other parts of the country our suppliers are overwhelmed. We agreed to accept extra shipments, cut prices to the bone, and help sell off the surplus. All our regular guarantees will be in effect during this event, so our merchandise is marked down.

No phone request can show to be joined with beautiful merchandise. We have only a short time to complete this historic "sell-off." We can't begin to describe the magnitude of this once-in-a-lifetime opportunity to acquire famous brand name home furnishings at a fraction of their value.

Wendell Farrell

on behalf of all the staff at Wendell's Furniture



FLEXYSTEP



BROOKHILL

In right about price Wendell's has become the top place for the Colchester, based home furnishings, at the Colchester area.



ELMAN



BEDROOMS OF HEAVEN



NORWALK

MORE THAN 20 FAMOUS MANUFACTURERS WILL PARTICIPATE IN THIS EVENT, INCLUDING:

- Royal Hill - Fleetwood
- El Man Leather - Lingo
- Norwalk - J. Raymond
- Gold Bond Mattresses
- Harbors of Maine
- Furniture Traditions
- South Sea Mattress and many others!



WENDELL'S FURNITURE

"World Class Merchandise and the Largest Selection in Vermont"

697 Hercules Dr. in Colchester
NEXT TO COSTCO

Grand Opening mega sale

Thomas HOME FURNISHINGS

DOUGLAS SIENNA VISTA CASA GRANDE

CELEBRATING OUR NEW THOMAS HOME FURNISHINGS SUPERSTORE WITH GRAND OPENING PRICE REDUCTIONS ON EVERYTHING!

HISTORIC SAVINGS IN ALL THREE LOCATIONS!

WHY WAIT?

THOMAS HOME FURNISHINGS Makes it Easy to Own the Furniture of Your Dreams NOW! Quality to own a household of home furnishings for less than \$100 a month! Please ask for details in the store.



Enjoy the elegant look and luxury feel of suede for a fraction of the price!

Discover the ultimate in style, you the elegant look and feel of suede without sacrificing the durability that is required to take on the wear and tear of everyday life. With a seemingly unlimited amount of fabric colors and furniture styles available, this upholstery collection offers a selection to suit anyone's personal taste in creating the perfect home environment. Prices have been locked to 698 government standards, estimates and credits. More savings of over 70% ready to be discovered. The exciting merchandise featured, ready to purchase, for contact: WENDELL'S FURNITURE 697 HERCULES DR. COLCHESTER, VT 05445



MEGASALE GRAND OPENING PRICE: **\$1297**

YOUR EXCLUSIVE PRIVATE SALE DAYS: FRIDAY, SEPTEMBER 1 THROUGH THURSDAY, SEPTEMBER 7
(In the event you are unable to attend during these dates, please visit us during our public sale which will be set into motion Friday, September 8th.)



SALE!
Acquire Inside!

**Be the one furniture store entrepreneur in
your area who has exclusive rights to
Larry Mullins events.**

**Why use high overhead “hired guns”
who take over your store and charge
from 7% to 9%
plus expenses for a sale?**

**With one of my events
you are in charge of your own sale,
you pay only 2% for a complete
turnkey program with unlimited
telephone support.**

**To hold your exclusive rights in your city
you need run only one Larry Mullins
promotional event a year.**

I URGE YOU TO RESPOND TO THIS COMMUNICATION SOON.

If you have additional questions, please call for a free, no obligation discussion of your needs.

To receive a hard copy custom proposal for your store, please download and complete the Confidential Profile Sheet that is on this section of this website.

If you prefer to have this form emailed or faxed to you, please give us a call.

***ALL THE BEST,
AND HOPING WE CAN SERVE YOU!***

Larry Mullins
President, UltraSales, Inc.

ABOUT LARRY MULLINS

President and CEO, UltraSales, Inc., providing Management Consulting and Syndicated Advertising and Marketing Programs to retailers nationwide.

BACKGROUND

Larry has 30+ years experience in the front lines of retail furniture marketing. He served as Marketing Director for Curtis Brow. of Washington, D.C., during their heyday as the “largest retail furniture store in America under a single roof.” Larry then became a colleague of the world-famous retail expert, Clyde Bedell in Santa Barbara, CA. As the Bedell creative director, he created the first syndicated furniture programs for retail stores. Then he became a consultant to Levitz in Los Angeles during their explosive growth years. He served as Vice President and Marketing Director for a national company during its decade of growth from a single unit to a twelve store nationwide chain. During this period he developed and trained the central advertising department staff, and began to refine the idea of a central advertising department serving the entire furniture chain. Larry worked briefly a furniture “promoter-specialist” before starting his own company. Larry’s superior knowledge of advertising principles has enabled him to develop High-Impact strategies in the past 15 years that are sound, complete, and vastly superior to anything ever before available to the furniture industry. New, edge-of-the-art computerized technology makes these powerful, fully customized programs affordable for even smaller furniture merchants.



Larry is a public speaker, and has been employed as an instructor for several continuing education courses at Tulsa University and the University of Oklahoma. He now lives in St. Augustine, Florida, where he has guest-lectured at Flagler College. Larry was a key speaker at a Brand Source National Convention in Las Vegas.

Since 1999, Larry has been a regular contributor of articles to *Furniture World*, America’s oldest national furniture trade magazine, founded in 1870. He writes articles for this bi-monthly publication on advertising and enlightened management techniques. In addition, Larry has written international training programs for Natuzzi Leather (Furniture), Bang & Olefson (High End Electronics), and Danier Leather (High End Clothing). He is the author of several books.

Thank You!

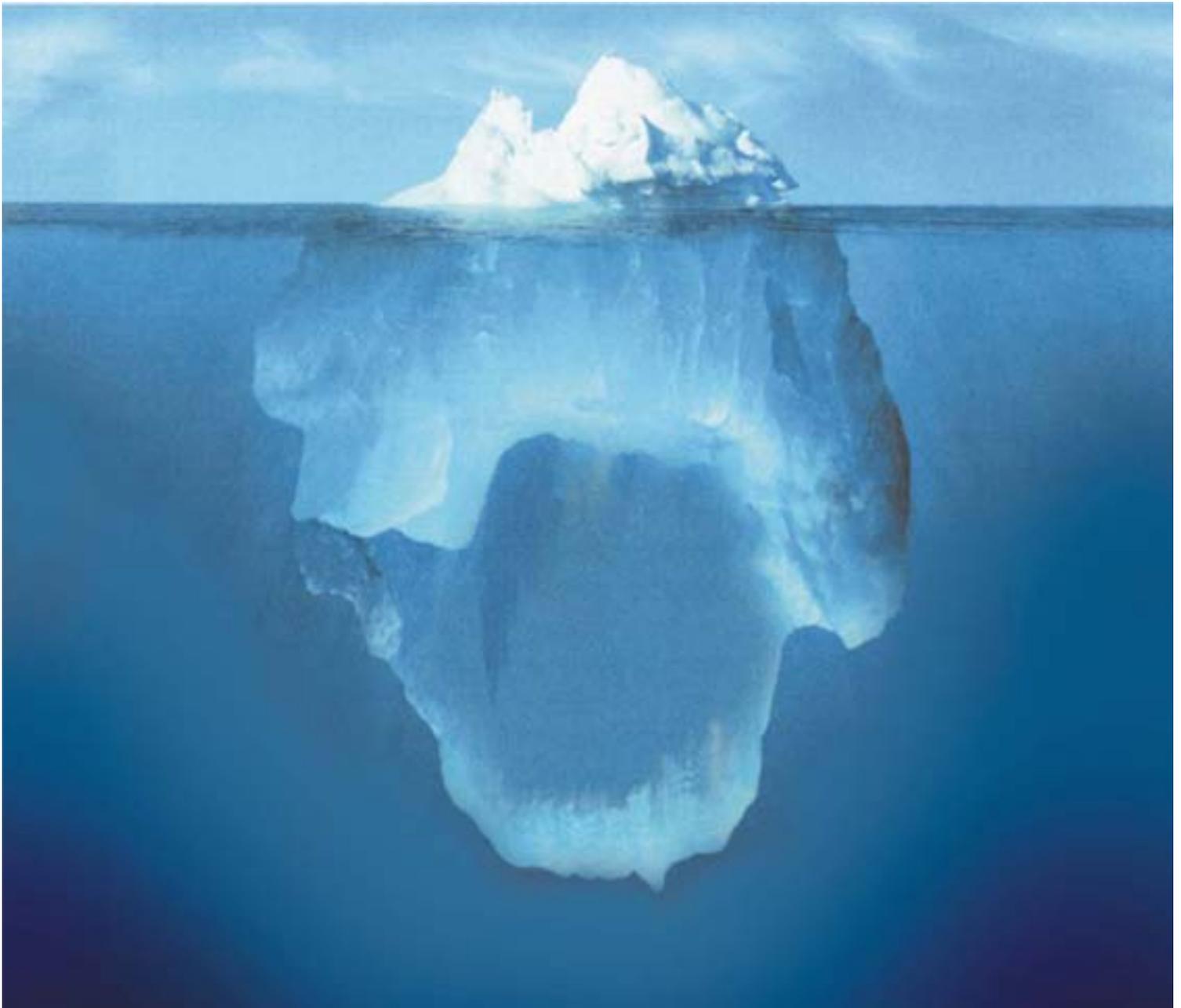
I hope you enjoyed this
brief overview of the
UltraSales programs.
I hope I will be able to
serve you in the future.

Larry Mullins

UltraSales, Inc.

904 794 9212

Larry@LarryMullins.com



“Do not underestimate the potential of your organization. Your vision for it can help it achieve new levels of performance. However, it will rarely exceed what you believe to be possible.”

Larry Mullins