

Make the Wait Great

Flooring Store On-Hold Message Ideas

Ready to get started? Use these ideas to help callers plan a flooring project, understand their options and take the next step. Promote what matters now, then schedule seasonal offers and sales events so outdated messages stop automatically.

PRODUCTS & DESIGN

- Room visualizers and online design tools
- Hardwood, luxury vinyl plank, laminate, tile and carpet
- Waterproof, scratch-resistant and pet-friendly options
- New styles, colors, textures and manufacturer introductions
- Premium products versus value-oriented choices
- Project galleries, samples and showroom inspiration

PLANNING & SERVICES

- Free consultation and measuring services
- What to expect before an in-home measure
- Installation planning and room preparation
- Warranty information and care guidance
- How to request samples or schedule a design appointment
- Installation expertise and service advantages

OFFERS & FINANCING

- Special financing programs and payment options
- Manufacturer events such as Karastan Month
- Seasonal savings and limited-time promotions
- Bundle offers, installation specials and incentives
- Open houses, design events and showroom seminars
- Start and stop dates for every promotional message

CONNECT & BUILD TRUST

- Online reviews and customer feedback
- Social media, project photos and design inspiration
- Website tools, FAQs and product research
- Community events and local involvement
- How to reach the right department or designer
- Reminders to visit the showroom and explore in person

Script Tips

- **One topic per message.** Keep individual messages focused and easy to understand.
- **Keep it current.** Use start and stop dates for sales events, financing offers and seasonal promotions.
- **Give callers a next step.** Send them to the visualizer, consultation form, measuring request or showroom.
- **Write for the ear.** Use short sentences and plain language instead of product-brochure copy.