PRESS RELEASE

Cabinet Boost Shares Sales Handoff Checklist for Cabinet Dealers

Cabinet Boost

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LONG BEACH, CA - Cabinet Boost is highlighting a practical inquiry-review checklist in its published guide for cabinet dealers evaluating the connection between marketing and showroom sales. Written by founder Sezgin Arslan, the October 10 article asks owners to examine what happens after a prospective buyer calls or submits a form, rather than treating every slowdown as a need for more advertising.

The sales handoff guide outlines a review that starts with two records: one inquiry that became an order and another that stalled. Owners are asked to reconstruct the source, responsible salesperson, first conversation, quote, next action and final outcome using records instead of memory. The checklist is presented as a suggested owner workflow, not a description of a particular client’s software configuration.

“Before buying more traffic, trace what happens after someone asks about cabinets,” said Sezgin Arslan, founder of Cabinet Boost. “A clear workflow gives you something concrete to configure and train around.”

The article separates several possible causes of a quiet showroom: weak demand, inquiries routed elsewhere and interrupted follow-up. It recommends reviewing conversations, quotes and orders by location, with consistent definitions across the business. Unassigned inquiries and missing outcomes remain visible rather than disappearing from the review, allowing the team to discuss where the next step stopped.

One emphasis is the difference between an automated acknowledgment and a useful conversation about the buyer’s project. Another is whether a colleague can find the latest quote and understand the agreed next action without searching personal inboxes. The guidance asks teams to document these gaps before deciding whether a different platform is necessary.

Cabinet Boost’s CRM workflow overview describes a related implementation process: walking through the existing sales journey, shaping a pipeline around the cabinet buying journey, connecting inquiry channels and training the team on live deals. The service page identifies stages including inquiry, showroom visit, measure, quote, close and install. It also describes contact and deal-history migration, a shared inbox and follow-up sequences.

The agency’s measurement guidance adds a separate reporting consideration: an inquiry, a confirmed appointment, an attended visit and a sold project are different events. Its published approach retains source evidence and keeps uncertain or unmatched records separate when the available information does not support a reliable campaign connection. This distinction prevents a recorded appointment from being presented as an attended visit or completed order.

The guide uses a published client story as context, while explicitly distinguishing that company’s experience from a forecast for another dealer. The checklist itself focuses on records and responsibilities an owner can inspect, without requiring a custom app or presuming that more traffic resolves an internal handoff problem. Cabinet Boost works with cabinet, kitchen and bath businesses, with services spanning marketing, CRM setup and reporting.

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