



# THE Flash REPORT

DECEMBER

How WPF Members are Growing Sales and Profits with the Industry's Most Progressive Dealer Group

## Dar•Ran Helps Birmingham, AL Dealer Beat Out the Competition

What does the addition of casegoods manufacturer Dar•Ran to the WorkPlace Furnishings product portfolio mean for WPF dealers? Just ask Bud Miller of Birmingham, Alabama-based Bodine, Inc.

Last summer, Bodine went head-to-head with a local Allsteel dealer on a project that consisted of 22 private offices and several workstations, as well as conference room furnishings. Not surprisingly, the Allsteel dealer led with Gunlocke and its Medley line for the private offices . . . quality product from a well-known manufacturer. Bodine countered with Sierra XP from Dar•Ran and—you know we wouldn't be telling you all this without a happy ending—came out with the winning bid.

"Dar•Ran has been our lead casegoods manufacturer for the past three years, so we were very pleased when we learned they had become part of the WorkPlace program," says Bud. "They were at their best on this project and played a key role in securing the business for us."

One of Dar•Ran's traditional strengths is their ability to handle custom work and it was particularly useful on this project. "The desks for the private offices included a 99-inch, wall-mounted overhead hutch, along with a 95-inch, wall-mounted tackboard," Bud explains. "Our customer service rep at Dar•Ran, Regina Templeton, was very easy to work with and very helpful," he says happily.

"When you're in a situation where you're going up against an aggressive, big-name competitor, you have to find as many points of differentiation and competitive advantage as you can," Bud maintains and Dar•Ran's value proposition helped him and his team do just that.

In addition to some very competitive pricing, Sierra XP comes with some very attractive finish options, including a special antimicrobial finish that is highly resistant to the most common germs.

Bud also gives plenty of credit to his local Dar•Ran rep, Judd Levenson, who played a key role in presenting the product, selecting finishes and making sure the dealer, design firm and client had all the information they needed at all times.

Also in the dealer support column, Dar•Ran prepared the quote for the project from the design firm's specs, freeing up valuable time for the Bodine staff.

"We deal with a lot of different manufacturers and very few of them do as much as Dar•Ran to help their dealers win the business and make sure things go smoothly from the initial specs and space planning through to the punchlist," says Bud enthusiastically.

"We began working on the project in mid-July, placed the order August 17, and started installing October 10," Bud reports. Two weeks later, installation was pretty much complete and Bodine's client was able to host an Open House to showcase their new office space, with the promise of more work to come for Bud and his team further down the road.

If you'd like to find out more about how Dar•Ran and other fine WPF vendors can help your dealership gain new business in an increasingly competitive market, contact WPF headquarters or visit the supplier section of the [wpfdealer.com](http://wpfdealer.com) website.

