



# THE Flash REPORT

NOVEMBER

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

## San Diego Dealer Finds a Profitable Reception in Healthcare Market Thanks to WPF



BUSINESS OFFICE OUTFITTERS

The healthcare market may be booming but that's no guarantee of success if you're a dealer. Competition is fierce and the pressure on prices is tougher than ever. Fortunately for WorkPlace Furnishings dealers, though, they come to the battle armed with some very effective resources.

Just ask Jerry Sinclair at Business Office Outfitters in San Diego. San Diego's Rady Childrens Hospital was looking for reception area furniture for its Emergency Room and thanks to the WorkPlace connection, Jerry was able to come up with a solution that gave them everything they were looking for and still stay within budget.

How did they do it? By using WPF vendor partner Lesro and their Savoy Series of fully upholstered seating. "Lesro is a great example of just how membership in WorkPlace Furnishings helps our dealership," says Jerry. "We probably wouldn't have even known about them if we weren't part of the organization, never mind the access to special programs."

The first order was for seventeen loveseats and six single seats, including some special bariatric seating, made for a nice-looking invoice and, says, Jerry, prospects look good for still more business from the hospital down the road.

"WorkPlace Furnishings has taken a very proactive position for its dealers in the healthcare market," says Lesro's Dan O'Malley. "Like us, they see it as a major growth opportunity and we're delighted to support their efforts."

Visit the supplier section of the [www.wpfdealer.com](http://www.wpfdealer.com) web site to learn more about how WorkPlace Furnishings programs and our outstanding portfolio of industry manufacturers can help you further tap the healthcare market?

