



# THE Flash REPORT

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

## In Florida, FBI Rides WAVE to New Sales and Profits

In Lake Mary, Florida, Denny Bowman and his team at WPF member Florida Business Interiors had a problem.

A multi-branch bank was looking for casegoods to match the workstations it had recently bought for 11 offices in its Lake Mary headquarters and the buyer had very clear ideas on the kind of product he wanted—something that would look just as good as his top of the line workstations, be durable enough to stand up to all the wear and tear of a bank setting and be priced right for a very tight budget. And by the way, he needed the order delivered and installed in a hurry.

For Denny, the choices were clear: Come up with the right product and his dealership would not only get a nice piece of new business but could also look forward to additional sales for the bank's other branches further down the road. Fail to do that and it would open the door for competing dealers hungry for business.

Fortunately, as a WPF member, Denny was able to draw on a solution that met all the bank's requirements and then some. A quick call to Debbie Young at Woodlore, makers of WPF's WAVE private label casegoods line, was all it took to start the ball rolling in the right direction.

"The bank's buyer really liked what he saw in WAVE," says Denny. "He responded to the overall quality and the storage options WAVE offered and he was thrilled with the price."

As a result, FBI not only got the headquarters order, but the buyer has settled on WAVE as the bank's new casegoods standards company-wide and selected FBI to provide product for 16 different

branches over the next two years.

"The whole project took just three weeks from order to install," Denny reports. "I don't know where else we could have gotten all that done so quickly and for the price that we needed. Woodlore was very easy to work with and we got an immediate response to any questions or issues that came up on the project."

There aren't too many positive bank stories making the news these days, but thanks to his membership in WorkPlace Furnishings and some outstanding products and service from Woodlore, Denny Bowman has got one that will be generating some very nice orders for quite some time.

To learn more about how Woodlore and the other fine companies that make up the WPF product portfolio can help your business, visit the supplier section of the [www.wpfdealer.com](http://www.wpfdealer.com) web site.

