



THE **Flash** REPORT

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



Scott Rice Office Works Finds New Way to Heat Up Sales with FireKing

When times are tough, it's more important than ever to maximize the value of every client on the books. Fortunately, if you're a WorkPlace Furnishings dealer, you've got access to a broad range of market-proven resources to help you do just that.

Just ask Steve Jobe, VP of Sales at the Lenexa, Kansas Knowledge Center location of Scott Rice Office Works, and Scott Rice senior workplace consultant Joanna Woodward.

One of Scott Rice's long-time clients, the Church of the Nazarene, recently completed its new world headquarters building in Lenexa. Scott Rice provided workstations, seating, wall-to-ceiling solutions and carpeting for the new facility, but thanks to WPF supplier partner FireKing Office Products, the dealership was able to add even more to the order.

"Our client needed some fireproof file cabinets and FireKing was the logical choice," Steve explains. "Not only do we see them as the superior supplier of fireproof products in the industry, but their relationship with WorkPlace provided even more reasons to use them."

And, Steve reports, FireKing couldn't have been easier to work with. "We wanted a custom finish to match the Steelcase workstations we had specified for the project and FireKing came through with no problems. We just sent them a paint sample to work from, they came back with a couple of matching options and after a brief meeting with the client, we were able to add 12 fireproof laterals to the overall deal," he told us.

"We encourage our people to always be looking for ways to go beyond just systems and seating and find opportunities to sell accessories and related items," Steve explains. "Our relationship with WorkPlace Furnishings opens the doors to those opportunities on many levels and the product knowledge and marketing information we gain from suppliers at the WPF annual meeting has really been invaluable."

To learn more about FireKing and other fine WPF supplier partners, visit the Supplier Information section of the wpfdealer.com web site.

