



# THE **Flash** REPORT

AUGUST

2007

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



## Magnuson Helps Chicagoland Dealer Rack Up New Sales and Profits

When it comes to growing a successful dealership in today's fiercely competitive market, making the most of every account is critical. And that's one area where long-time WPF vendor partner the Magnuson Group excels. Magnuson's extensive range of coat racks and other accessories, combined with WPF-member pricing and superior customer service, can help dealers find additional sales and profit dollars in projects of all types and sizes. And sometimes, those add-on products can even generate some pretty nice-sized orders just by themselves. Just ask Jeanne Ali at WPF dealer member **OEC Business Interiors** in Elmhurst, IL., just outside of Chicago. Thanks to a major expansion at the Windy City's McCormick Place expo center (*pictured*), OEC found itself bidding on a major coat rack order—50 mobile folding units that list at over \$1,000 each.

*"We use Magnuson for a lot of our accessory orders," Jeanne explains. "They're very reliable, they deliver the product on time, with no freight damage and their customer service people are always very helpful."*

Fortunately for OEC, Magnuson came through again on the McCormick Place project. Getting the final order took a while, though, Jeanne reports, with the initial bid going out last November and being re-bid three times before the dealership finally got the order in April. But the good guys won in the end and OEC just recently completed delivery of what turned out to be a very nice order.



Mega Rak - MR801H with MG17PM

**OEC BUSINESS INTERIORS**

**CONCLUSION:** *Your membership in WorkPlace Furnishings gives you access to a broad range of product that goes way beyond the traditional desk-file-chair mix and embraces the complete spectrum of commercial office needs. Plenty of opportunities are out there. Make sure you and your sales team are looking out for them and ready to take full advantage!*