



# THE Flash REPORT

OCTOBER

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

## Missouri Dealer Finds WorkPlace Furnishings Insures Success

With nearly 1,400 sales and service locations in fourteen states, Shelter Insurance Company is the kind of account most contract furniture dealers dream about. And if you're Frank Sovich at Marathon Office Interiors, just five miles down the road from Shelter's headquarters in Columbia, Missouri, those dreams come filled with plenty of exciting sales and profit potential.



Only problem, of course, is that Frank and his team aren't exactly the only ones dreaming about Shelter's business. You heard it here first...competition in the office furniture industry is fiercer today than it's ever been and a high profile company like Shelter and its 3,000 plus employees and agents attracts dealers like the proverbial bees around the honey pot.

Fortunately for Frank and his team, however, Marathon comes to the party with a distinct edge: membership in WorkPlace Furnishings that translates into a clear advantage when it comes to pricing. The result: four years and counting of a relationship that generates somewhere in the region of \$750,000 in sales annually.

Every time Shelter signs on a new agent, that agent gets a choice from a number of Marathon standards packages that include seating and filing from WorkPlace Furnishings vendor partner Global Industries.

"Our Global rep Tom Jones in St. Louis does a great job for us," says Frank, "but pricing is key and the discounts we get from WorkPlace Furnishings really make a difference. And, of course," he adds, "the rebates we get on the business from Global go right to our bottom line and make it all an even better deal."

Says Frank, "Our partnership with WorkPlace Furnishings has helped us tremendously since we joined about five years ago." And it's not just with Global. Mayline and WAVE are also increasingly important vendors for the dealership and, says Frank, the recent addition of Dar/Ran and Berco promises even more opportunities.

For more information on how you can tap into our special pricing with Global and other fine manufacturers, visit the Supplier Information section of the [www.wpfdealer.com](http://www.wpfdealer.com) website.

