



THE Flash REPORT

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



WPF Dealer Finds the Right Answer for Tight Budgets and Time Pressures with Transitions and Keystone Financial

Even in the toughest of times, business is still out there to be had. But these days, closing the sale often calls for more than just the right product at the right price.

Just ask Aaron Smith at WPF dealer Harris Office Furniture in Roanoke, Virginia.

Earlier this year, Aaron picked up a new client in the shape of a local real estate agent who was spinning off and forming a new branch. The company was looking for 14 workstations to support an intensely collaborative environment, along with several private offices.

Budget was tight and so was time, with just four weeks from the initial contact with Aaron and his team to the day that they had to be moved into their new space.

If you're a WorkPlace Furnishings dealer, those requirements point in one very obvious direction: Transitions, WPF's private-label line of value-priced systems furniture.

Aaron and his team went to work and soon came up with a proposal that worked. But budget was still an issue and as a new location opening up at a time when the real estate market in general was soft, the

client was looking to preserve working capital as much as possible.

Time to call in the experts at Horizon Keystone Financial, WPF's leasing resource!

"Even though our client had a long and successful track record, the start-up location was considered a new business and that could have made securing leasing a problem," Aaron recalls. "Fortunately, Horizon Keystone Financial regional sales manager Tracy Smith was terrific to work with and everything went very smoothly."

All Aaron had to do was visit Horizon Keystone's online quote system at www.dealersalescenter.com, punch in the total sales price and installation charges and in less than a minute, a detailed quote was e-mailed to him, along with details of the tax benefits that come with the deal as a result of this year's Economic Stimulus Act.

The entire online process took less than five minutes to complete and, he reports, financing the sale helped stretch the budget a little more and create a solution that met all the client's requirements and then some.

"Financing the sale into monthly payments made it possible to specify glass panels to maximize natural light exposure throughout the room and include ergonomic chairs and keyboard trays for each station," Aaron explained. "This meant a larger sale for our company and a better work environment for the client."

With Transitions' eight-day shipping schedule, the project was delivered and installed in just a few short weeks. The result: one more addition to the growing list of happy Transitions users among the WPF dealer customer base.

To find out more how you can use Transitions and Horizon Keystone to help grow your sales in even the most challenging times, check out the www.wpfdealer.com web site.

Harris
OFFICE FURNITURE CO., INC.



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