



**WORLD FLOOR COVERING  
ASSOCIATION**

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## **WFCA Adds One More Business Tool to Their Arsenal of Resources to Keep Retailers at the Top of Their Game**

### ***Free to Members – ‘Tom’s Tips’ Offers Professional Insights and Learnings on Customer Service and Optimizing Staff Performance***

May 31, 2017 – Dalton, GA — Today Freida Staten, Vice President Marketing and Communications, World Floor Covering Association, announced the official launch of *Tom’s Tips*, the newest business resource to be made available to members free-of-charge on the association’s website WFCA.ORG.

*‘Tom’s Tips’* consists of a to-the-point weekly video lesson offering professional instruction on current issues faced by retailers throughout the country. Though topical to retailers across all categories, *‘Tom’s Tips’* presents inside knowledge addressing the specific concerns and needs of flooring retailers. The weekly videos feature WFCA’s own Tom Jennings, Vice President, Professional Development. Tom brings nearly 50 years of professional experience as a career flooring retailer and professional industry instructor.

The series is focused primarily on maximizing customer service and getting the best out of your team. Topics currently available for viewing on WFCA.ORG include: *Payment Options; Trust But Verify; Making a Quick Connection; One Unintended Remark; First Impressions Count; Being Distinctly Different; Shut Up and Listen; and We All Like Nice Things.*

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“We recognize that we have a treasure trove of retail knowledge in our WFCA team member Tom Jennings,” said Staten. “Tom is renowned in the industry for his insights and expertise in retail operations.” Staten said utilizing that knowledge to create the ‘Tom’s Tips’ video series for our members was a natural move for the association. “We made a special effort to ensure the ‘learnings’ are easy to access and presented quickly and efficiently, so busy professionals can view them on the run,” she said.

To access ‘Tom’s Tips’ visit <https://wfca.org/toms-tips>. For more information or to suggest a future topic, contact Tom Jennings, Vice President, Professional Development, WFCA, 816-231-4646 or [tjennings@wfca.org](mailto:tjennings@wfca.org).

## ABOUT WFCA

The World Floor Covering Association (WFCA), the official sponsor of the annual Surfaces tradeshow, is the floor covering industry's largest advocacy organization, representing floor covering retailers, contractors and allied service providers throughout North America.

The WFCA is a recognized leader in marketing research and industry programs for flooring professionals. In addition, it publishes the only retailer-oriented trade periodical, *Premier Flooring Retailer*. As part of its mission to enhance the business environment for the independent flooring retailer the WFCA acquired the Certified Floorcovering Installers Association (CFI) in an effort to resolve the industry’s largest issue – the shortage of qualified installers. The WFCA runs fcB2B, an organization committed to helping business in the industry transition to an e-commerce platform for all business transactions. The WFCA also influences public policy affecting the floor covering industry and consumers. For more information about the WFCA, visit [WFCA.org](http://WFCA.org).

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