



**WORLD FLOOR COVERING  
ASSOCIATION**

**CONTACT:  
Leah Gross  
Story Dept.  
818-864-6363  
leah@storydept.net**

## **Retailer Education Program Sponsored by World Floor Covering Association Takes Off**

***WFCA University Equips Owners and Industry Professionals  
with Skills and Knowledge to Take Their Businesses and  
Careers to the Next Level***

**Training Programs Taught by Practicing Industry Professionals  
Backed by 15-Year Proven Track Record of Success**

January 9, 2017 – *Dalton, GA* — Today Scott Humphrey, Chief Executive Officer, WFCA, announced the rollout of new training modules and on-site educational camps available through the association's WFCA University training program.

WFCA University, created in partnership with Benchmarkinc, provides members with an array of professional training programs designed to enhance business skill sets for flooring industry professionals in a variety of disciplines and capacities. The educational platform offers courses that tackle the most pressing issues faced by today's independent flooring retailer. The two-pronged WFCA University platform offers highly effective, targeted online module courses and live, on-site training.

**-MORE-**

## **PAGE 2**

“What we are bringing to our members through WFCA University are business strategies and tactics that have been tried and tested over the past fifteen years and are part of the daily operations of some of the most successful retailers in the industry,” said Humphrey. “The instructors in this program currently work in our industry – you might even recognize them!” Humphrey pointed out that the instructor who teaches the inside sales camp currently sells over \$1,000,000.00 a year in flooring. “The training available online and through our destination camps is exclusive to WFCA University and cannot be found anywhere else,” Humphrey said.

To date the digital component of WFCA University consists of forty-five (45) online courses covering such topics as selling skills, merchandising controls, pricing strategies, budgeting and financial metrics, sales management and recruiting and compensating productive employees, among dozens of others. The robust content can be used by one or all employees and can be paused, replayed, and accessed over and over until the concepts are deeply imprinted to memory. To ensure a comprehensive understanding of the material all modules include testing and certification at the completion of each course.

In addition to the digital component, WFCA University offers live, on-site intensive camps—think of them as “destination seminars,”—designed to provide more in depth training in a collaborative environment. The camps take place throughout the year in locations throughout the country including Seattle, Philadelphia, Orlando and Atlanta, to name a few. Business owners and/or their management and sales staff can learn how to better manage their sales team through the Management Camp; identify ways to improve business productivity, profitability and secure untapped business opportunities through the Outside Sales Camp; or unveil and unleash untapped talent from rookie and novice sales executives who show potential but are underperforming through the Inside Sales Camp. These are just a few of the camps WFCA University offers.

**-MORE-**

## PAGE 3

WFCA University operates under a subscription plan for online content that can be accessed by multiple staff members depending on chosen plan. The destination training camps are billed per individual. Both options are eligible for the WFCA Scholarship reimbursement program. For more information about WFCA University visit [www.wfca-pro.org](http://www.wfca-pro.org). To register for the camps or the online modules visit [www.bmarkinc.com](http://www.bmarkinc.com).

## 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 also runs fcB2B, an organization committed to helping business in the industry transition to an e-commerce platform for all business transactions. On the consumer end, WFCA operates the highly successful and award-winning premier consumer flooring website, [WFCA.org](http://WFCA.org), which provides unbiased information about every type of floor covering and connects customers to members' retail stores. 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). and [WFCA-PRO.org](http://WFCA-PRO.org).

# # #