

# Gold Standard Retailer Award



## To Our Valued Members:

The WFCA believes in giving recognition where recognition is due. That's why we are recognizing and rewarding excellence in our retailer community with our Gold Standard Award.

The award, given annually during TISE/SURFACES, will be given to one exemplary business that has well-demonstrated the standards of a WFCA member and has created an outstanding consumer retail experience.

The Gold Standard Award will be given in two categories based on annual sales volume: Over \$10 million and Under \$10 million. We will also be awarding 2nd and 3rd place prizes in both categories. Prizes will consist of training packages:

1st Place: (Over \$10 million) - Choice of:

- Two-day CFI onsite custom CFI carpet seaming class (\$5,000 value),\* or
- Two-day onsite custom sales training (\$5,000 value),\*
- Plus, one-year executive level access to online WFCA University

\*Both classes would be a one-day class repeated on a second day, allowing dealers with multiple locations to split their staffs.

1st Place (under \$10 million) - Same choices as noted above, but only single day of classes. (\$2,500 Value)

2nd Place (both categories) - \$1000 additional trade scholarship funds, plus one-year executive level access to online WFCA University

3rd Place (both categories) - \$500 additional trade scholarship funds, plus one-year executive level access to online WFCA University

It is time to begin the process of nominating outstanding retailers. In the following pages you will find all of the information necessary for you to submit your store or nominate a retailer, as well as the judging criteria. The information packet is also available on our website.

**Please note that the entry deadline is December 31.** All entry material will be treated with complete confidentiality and will be reviewed only by the judging panel.

If you have any questions, please contact the membership department at 855.330.1183 or [info@wfca.org](mailto:info@wfca.org).

Sincerely,

Scott Humphrey  
CEO, World Floor Covering Association



# Gold Standard Award Guidelines



## Guidelines for Nomination Eligibility:

- Member in good standing of the WFCAs
- Must have been in business for at least three years
- Clean BBB report
- Anyone may nominate a retailer they believe meets the criteria or companies may nominate themselves

## Gold Standard Award Criteria:

Once a store has met all of the above eligibility criteria, winners will be selected based on the following:

- **Knowledge:** Knowledgeable management and staff who work to keep actively informed on the industry the current state of the industry and it's offerings.
- **Customer Service:** Providing courteous service, and offering customers assistance both before and after the purchase process.
- **Quality of Store Image:** Must maintain a clean, professional, well-maintained store – both inside and out.
- **Adherence to the WFCAs Code of Conduct.**

# Nomination Information and Questionnaire

Store Name:

Store Owner:

Address:

City:

State:

Zip +4:

Mailing Address:  
(If Different)

City:

State:

Zip +4:

Telephone:

Cell:

Fax:

E-Mail:

Website:

Nominating Organization and/or Individual:

Name:

Company:

Telephone:

Cell:

Fax:

E-Mail:

Website:

Please complete the questionnaire and include the following information and supporting evidence where possible. If you are nominating another store, please leave this section blank.

- Testimonials/endorsements
- Examples of media coverage, press releases, etc.
- Marketing or promotional material about your store

1. Describe creative and innovative ways in which you have merchandised your store that enhance the customer experience (i.e. design center, lounging space, children's area).

# Nomination Information and Questionnaire

2. Describe how your store is involved in your community/charitable causes.

3. How would you describe your approach to customer service? Please give one or more examples of how you provided excellent customer service.

4. Give examples of efforts to both retain existing customers and attract new customers.

# Nomination Information and Questionnaire

5. How do you ensure you keep your product knowledge up-to-date?

6. What improvements did you introduce to your business in the last 12 months and how successful have they proven to be?

7. What plans do you have to improve your business over the next 12 months?

# Nomination Information and Questionnaire

8. What sets your store apart from others making it truly outstanding?

9. What role does technology play in your business? Social Media? B2B technologies?

10. A quality staff is critical to success. What specific measures do you have in place to increase employee/independent contractor retention?

# Official Rules and Regulations



## Nomination Period:

The deadline for nominations is December 31. Entries must be postmarked or emailed by no later than midnight on this date to be eligible.

## Submission Process:

Only entries by email and mail will be accepted. Entries by mail should be directed to:

**WFCA**  
**attn/Gold Standard Award**  
**855 Abutment Road, Ste. 1**  
**Dalton, GA 30721**

Entries by email should be sent to: [info@wfca.org](mailto:info@wfca.org) with the subject line, "Gold Standard Award"

All entries must be accompanied by 3 store images. These photos may be hard copies or digital photos and should be in JPEG or TIF format. All photos should be at least 2500 x 2500 pixels in size. The WFCA is not responsible for lost, incomplete, late or misdirected entries.

## Notification:

The winner will be announced prior to TISE/SURFACES and will be announced at TISE/SURFACES.

The Gold Standard Award will be given in two categories based on sales volume: Over \$10 million and Under \$10 million. We will also be awarding 2nd and 3rd place prizes in both categories. Prizes will consist of training packages. Aside from training prizes, Gold Standard Award winners will be honored with a trophy and a custom designed seal for their business entrance.

**Please submit by email or print and return this form to:**

The World Floor Covering Association  
855 Abutment Road, Ste. 1 • Dalton, GA 30721  
or fax to: 706.217.1165 • [info@wfca.org](mailto:info@wfca.org)