

# Gold Standard Retailer Awards



## 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 Awards.

The awards will be given to exemplary businesses that have well-demonstrated the standards of a WFCA member and have 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 unlimited 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 unlimited access to online WFCA University

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

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

**Please note that the entry deadline is March 31, 2019.** 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 Awards Application

Store Name:

Store Owner:

Address:

City:

State:

Zip Code:

Mailing Address:  
(If Different)

City:

State:

Zip Code:

Telephone:

Website:

Fax:

Applicant Name:

Telephone:

E-Mail:

Please submit answers for the questions below along with your application. Be sure to include the following information and supporting evidence where possible.

- 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).
  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.
  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?
  8. What sets your store apart from others in your marketplace 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



## Gold Standard Awards Criteria:

Member must be in good standing of the WFCA to apply. 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 WFCA Code of Conduct.**

## Application Period:

The deadline for application is March 31, 2019. 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 Awards**  
**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 Awards"

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 winners will be announced Monday, April 30, 2019.

The Gold Standard Awards 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, 1st place Gold Standard Awards 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)