

Cordalera Displaying Dealer Website Listing

The Cordalera line is trying to expand its online footprint to bring more sales to our displaying dealers. We are looking to compete with other bigger lines of SPC/LVP and think this will be not just beneficial to the consumer but also the displaying dealers as it brings in more people to buy the Cordalera flooring.

What Cordalera will do:

1. List our displaying dealers as a reference so buyers can come/call your store
2. Advertise the Cordalera name on the internet so potential buyers see the Cordalera line and your name on approved dealers.
3. Offer a website full with information so you know the answer to every question
4. Offer a web presence so your customer can learn about the lineup specs & colors

What the Dealers need to do to be on the website:

1. Have a display in their showroom
2. Have samples (hand sets) if people come in and need samples
3. Gone through the PK with our sales person
4. Pass a simple test about the Cordalera line (after the PK)
5. Show our floors on your website and link to the Cordalera website
 - a. Can be in a blog post or a Cordalera page - either works
 - i. Link is: <https://cordalerafloors.com/spc-lvp>