

Chris Cosentino

Director of sales and operations at Hadinger Flooring

Knowledgeable, professional employees key to success

What is the most significant change you've seen in your industry over the last year?

There has been an explosion in popularity of luxury vinyl flooring; specifically what many people are calling "waterproof flooring." With the advancements in technology and the ease of installation this is becoming a go-to product for customers who have water problems or are worried about water issues. A year and a half ago we did not even have this product on display in our showroom. Now we have a pretty large space dedicated to all the major suppliers.

What are things you'd like to change about your industry now? Your organization or business?

Our industry is facing a serious labor shortage at the moment. The World Floor Covering Association (WFCA), which Hadinger Flooring is a member of, is diligently working on a solution to this problem. We are trying many different methods to attract young people into the field, including recently beginning to work with trade schools.

What will you base your success on for 2018?

All of our success is because of our great employees. We have an unbelievable team at Hadinger Flooring. We have many employees who have been here 10 plus years. Our salespeople are factory trained. We send them to different flooring mills to learn everything about the products we want them to sell. I can't say enough about how knowledgeable, professional and friendly our team is here at Hadinger.

How is social media impacting your industry or business this year?

Social media is becoming more and more important to retailers every day. Most research shows that customers will visit your social media and web pages before they ever decide to visit your store. Companies must make sure that their social media presence com-

WHO AM I?

NAME: Chris Cosentino

TITLE AND COMPANY: Director of sales and operations at Hadinger Flooring

YEARS WITH THE COMPANY: 1 year and 6 months

YEARS IN SOUTHWEST FLORIDA: 1 year and 6 months

NATURE OF BUSINESS: Retail – we sell and install all categories of flooring, rugs and cabinets

EDUCATION: Bachelor of science in business management from Bellevue University

HOMETOWN: Omaha, Neb.

bined with their website grabs enough of the consumers' attention to bring them into their showroom. We are in the process of completely redesigning our website; we want to make it more informative and customer friendly. We also started creating a more active presence on social media and now have a dedicated associate who monitors our social media pages 24/7.

How are you growing and developing your employee skills?

I am currently working on a master's degree in management with a focus on executive coaching. The classes center on organizational behavior. I'm looking forward to finishing my

master's degree in the next two years. I enjoy getting to know my coworkers on a one on one basis.

What do you truly love about working here in Lee County/Collier County/Charlotte County/Palm Beach County?

I love the climate here in Southwest Florida. I am one who likes the hot weather so it fits me well. Naples is very much a relaxed town. It is not the hustle and bustle of larger cities and I like

the relaxed pace. It does "speed up" during season which took some getting used to for me but it is nice to see the new faces. Plus, business picks up for us during this time, which is good.

How do you find inspiration in today's business climate?

I love what I do and love the company I work for. I have been in the flooring business most of my life. I enjoy helping customers and the satisfaction that comes from knowing we are providing quality sales and service at affordable prices. We pride ourselves in providing outstanding customer service at Hadinger Flooring. We have grown so much over the last few years but this is still a "family business." We are a very close-knit family and I really like that and love going to work each morning.

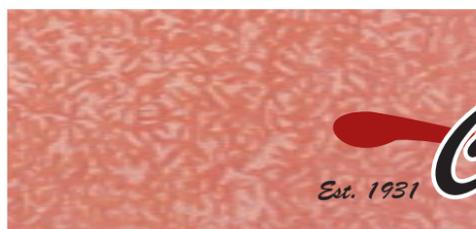
Who is a mentor to you within your industry?

My former boss Scott Baker taught me so much about managing people. He is an incredible leader; he really knows how to manage people. He was very good at empowering his managers; he allowed them to make their own decisions and supported them in those choices. He never told you how to solve a problem but he guided you to the correct resolution and helped in any way needed. He really led by example and I learned so much about leading people from him.

As far as product knowledge and merchandising I have learned so much from our current CEO at Hadinger Flooring, Ed Keller. I do not believe I have ever met anyone who knows more about flooring than Ed. Ed has a knack for knowing exactly where a product should be placed, priced, and where its value is. I have been in the flooring industry for many years and what I've learned working with Ed in just the last year has been extremely valuable. ■



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