



SPOTLIGHT

Dorothy Rockett ACCOUNT MANAGER

📍 PROSOURCE OF WICHITA (KS)

Tell us about your job as a ProSource Wholesale® account manager.

I've been in the floorcovering business for 26 years and with ProSource for 17. As a liaison between trade pros and their clients, I am involved with many steps of the process, from start to finish.

What are the hottest home trends right now?

Our Midwest customers want accent wall treatments – on a focal wall, behind a bed, surrounding a freestanding tub, etc. With so many amazing products, it's been fun finding alternative places to use them.

What are some of the toughest challenges facing your clients, and how can you help?

Clients are overwhelmed by the sheer number of styles and selections available. It's more about qualifying "what" they are trying to accomplish, not necessarily the exact "how". I help them filter and streamline their interests to create a holistic space that meets their unique needs.

What's one thing you wish your customers could know about building a home?

We are designing these spaces to be the customer's home. I ask a lot of questions to make sure I understand who will be living there, for how long, and how the spaces will be used.

Instead of focusing only on emerging trends, I ask homeowners how they plan to use the space and where they see themselves long-term. By the time we have completed the selection process, they will have the right product used in the right application.

What is the most satisfying aspect of your job?

When a project comes to fruition and the client tells me how much they love it! Their satisfaction in the end result is one of ProSource's primary advertising methods. If the client is pleased, so is the member. He'll send the next client in or, even better, refer ProSource to one of his colleagues. Best feeling ever!

