

SPOTLIGHT



Toni Carter

ACCOUNT MANAGER

 PROSOURCE OF COLLINSVILLE (IL)

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

I like to think that my trade pro members can reach into their toolbox and pull out my services as one more tool to utilize. My job is to listen to, create, and manage the expectations of the client so our trade pros can make their dreams come true.



Who do you work with to serve your customers?

To serve my client base, it's crucial that I act as a liaison amid all the moving pieces of a job. I pride myself on my relationships with vendors, installers, builders, warehouse personnel, administrative staff, and kitchen and bath designers. I sit in the middle of everything.

Without each and every one of them, my job would be impossible.

What are some of the more popular design trends you're seeing right now?

“Smart” is the design buzzword — TVs, phones, homes... and now we even have smart floors. People want beautiful designs, durability, and ease of maintenance. Inspiration comes from television and social media. As society blends, I'm seeing a mix of decorating styles as well — for example, blending a traditional design with touches of transitional and modern.

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

Information overload is a major challenge. Everything is available at the click of a button, and clients are getting mixed reviews from so many sources. Clear communication, to help them feel confident in their choices, is key.

What's one thing you wish your customers could know about remodeling and home design?

Have realistic expectations. It is a process that takes time, patience, and in the end, maintenance.

What is the most satisfying aspect of your job?

The handshake. The hug. The referral. These things make everything I do worth all the time and effort.