

“When We Do the Right Things, for the Right Reasons, We Will Get the Right Results”

Are You Having Purpose-Driven Conversations That Drive Profitable Growth?

Virtual Speech Recorded and Delivered
at a National Employee Meeting

EXCERPT 1: SPEECH OPENING

Nineteen years ago – back in 2001 – I started my wholesaling career as a trainee at Charleston Noland.

One evening, I found a bunch of old photos showing Noland employees serving customers at the counter. The photos were dated Sept. 22, 1989.

When I asked our warehouse manager about them, he told me why those photos were so special.

The night before – right around midnight – Hurricane Hugo made landfall north of Charleston.

Hugo was a powerful hurricane – a Category 4 – and the strongest storm to hit the U.S. in 20 years.

In the morning, relief workers began arriving to give residents food, water and temporary shelter.

- The trees were down.
- The power was out.
- And wind and water had either damaged or destroyed thousands of homes.

But despite that – despite all the damage and destruction along the Carolina coast – the counter at Charleston Noland was open and serving customers in only a few hours.

Not days or weeks later. **Hours.**

Seeing those old photos taught me a lesson:

In our industry – no matter what – we show up to serve.

And that is exactly what you have done, and what you continue to do, during this pandemic.

Thank you for everything you have done to keep your local company and our country moving forward.

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EXCERPT 2

There is no doubt: This pandemic has created a lot of uncertainty.

That is why it has never been more important for vendors and reps to know why Winsupply is the best partner in the industry.

Because of this pandemic, our national competitors are doing a few things with vendors and reps that seem a bit extreme. For example, some of our competitors have told vendors and reps to stay away – to not call on them in person until 2021.

If someone told you they didn't want to see you until sometime next year, how would that make you feel? Unimportant? Unappreciated? Insignificant?

Right now, the relationships and partnerships that you are choosing to build with vendors and reps can give you a competitive edge – but only if you have conversations that are purpose-driven.

Back when I was at Charleston Noland, I remember how stressful it was to keep juggling so many things for customers every single day.

It never failed: Every time I had to get a bunch of quotes out the door, while tracking down a customer's backorder at the same time, a rep would show up at my desk.

We had no appointment.

He was just stopping by to ask a question: *"Is there anything I can do for you today?"*

Right now, all of us are swamped. So we need to spend our time on what's important.

That means we cannot keep having the kind of relationships with vendors and reps that are polite – but superficial.

We cannot keep having the kind of conversations with vendors and reps that are grounded in one empty question: *"Is there anything I can do for you today?"*

I don't know a local company that has time for that!

Instead, we need to do the right things, for the right reasons, if we want to get the right results.

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EXCERPT 3: SPEECH CLOSING

And so today, I am giving you a new tool.

It's a two-page road map for how to have purpose-driven conversations that drive results.
Profitable growth.

Over the last 10 minutes, I hope that you got enough value to spend the time that remains to do three things:

- First: Check out this two-page road map, which will be emailed to you at the end of this session.
- Take a few minutes to read it.
- And then decide who you need to align with to drive results for your local company.

Take the extra time you've been given today to contact one vendor or one rep and jump-start a purpose-driven conversation.

If there's one thing our vendors and reps need to know, it is this:

Winsupply is the best partner in the industry.

Now, let's show them why.

Thank you.