

“Will You Do What You Say You Are Going to Do?”

Closing Remarks by Rob Ferguson | 2020 Winsupply National Training Meeting
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Every time I ask people at local companies – “Why do customers buy from you?” – a lot of you tell me this: “Because we do what we say we’re going to do.”

Or in other words, you make a promise.

And then you keep it.

- If you say you’re going to get that delivery to the job site by 6 a.m. tomorrow – you do it.
- If you say you’re going to find that one special product for your customer that no one else can find – you get it done.

Doing what you say you’re going to do is the meaning behind Winsupply’s fifth key principle: Our Word is Our Bond.

It says that in our organization, you are expected to follow a code of conduct based on honesty, trust and accountability.

It also says that you keep your word every time you make a promise to your customers, fellow employees and shareholders.

But what happens when you make a promise to YOURSELF?

Do you honor that promise?

Do you still do what you say you are going to do?

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For the last three days, our Daily Schedule for National Training gave you the chance to hear 27 presentations from dozens of speakers.

We covered a lot – everything from SOS to SPS, Sourcing Services to social media, the economy to accountability, and credit management to customer service.

You learned how to lead with emotional intelligence, build resilience, have purpose-driven conversations and double your sales in 24 months.

I'll bet more than once this week, you heard a really great idea – something new that you could do that would have a real impact at your local company.

And you said to yourself: "I'd like to try that!"

But here's the thing:

Will you do what you say you're going to do?

Will you keep that promise to yourself to try something new?

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This week, you also got the chance to choose a course or two from all the different sessions made available On Demand:

Everything from Shipping Manifest to Suggested Purchase Orders, cash flow to cycle counting, and WCMS to WISE.

Again, I bet you learned a thing or two you didn't know before – something that made you say to yourself: "I am definitely going to do that at our local company!"

But will you do what you say you're going to do?

Will you keep that promise to yourself to try something new?

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Promises are commitments.

For more than six decades, all of us at Winsupply have taken pride in keeping our promises and keeping our commitments to our customers, fellow employees and shareholders.

For them, we never fail!

We do what we say we're going to do.

Now it is time to do what we say we're going to do for OURSELVES.

It is time to make a commitment.

Because this week, you've taken the time to invest in yourself.

You've taken the time to listen. Learn. Think. Discuss. And maybe even plan.

More than once, you made a promise to yourself to try something new.

So there's only one thing left to do.

Which is to keep that promise to YOURSELF.

To do what you say you are going to do.

Thank you.