

THE 2012 KAWASAKI SALESMAN OF THE YEAR IS...

STEVE GREEN, CLM EQUIPMENT

Steve grew up on a farm — growing rice and raising cattle — so he was no stranger to equipment. When he took his first job at a dealership, in equipment rental, his dad passed along one piece of advice that he's since taken to heart: "Don't EVER be caught lazy!"

That first boss, an old rice farmer himself, handed Steve the keys to a pickup truck, and gave him a phone, a rate sheet, and a spec sheet. He told him to drive around until he spotted the right colored piece of equipment, then pull over and get out. Then he'd just have to figure it out from there. So with those rather unconventional words of wisdom, Steve was off and running.

Fortunately, Steve's one of those people who regards a stranger as simply a friend he hasn't met yet. "I love to cold call," he shared with FOCUS on the night of the award banquet. Knowing many salesmen dread it, we had to know more. "My job as a sales person is to do research. Not only do I find out what their business is, I find out who the decision-maker is.

"So I'll walk into that company and address the receptionist by her first name and ask 'Where in the round world is so-and-so?' And because of the confidence — not cockiness, but confidence — I have when I walk in the door, they just might let me in. There is no pressure on me, and I'm not apologizing for anything. I'm just trying to get with ol' so and so. I love it! I know that sounds crazy, but that is a favorite part of my job.

"Once I'm on the inside, I let them know I've been trying to catch up with them to see if they have any equipment needs. I'll

Mick Mikami, KCMA President; Steve Green; Floyd Degueyter, President, CLM Equipment.

mention I know what they are running now, and ask how they're working out. I'll ask if there are any prospects coming up in the future, if they are buying at all anytime soon. And I'll ask if we can bring out one of my Kawasakis, no strings attached, just to see if it will run as good as what they've got or are considering getting.

"The Demo deal is the most important thing most salesmen overlook. That Kawasaki loader will sell itself; I don't need to go out there and talk about features and benefits. What I have to sell is our dealership, how quick we'll respond to their needs, and that they know they can call this telephone 24 hours a day and they will get somebody."

After that first meeting, Steve simply leaves his card. No brochure, just his card, because he wants a reason to go back. One thing he won't do is ride a potential deal to death. He'll quote it and do what he can, but he won't become a pest.

Steve is quick to point out that it's the people behind him at the dealership that makes it all



Richard Calhoun, General Manager, CLM Equipment; Steve Green; Tom Watts Jr., Branch Manager, CLM Equipment, Houston.

happen. If he needs something to help seal a deal, he has the confidence those key people will do everything they can to help.

"We are selling wheel loaders and relationships! Those customers know that they can call me any time of the day, and we are going to make something happen."

With that attitude, Steve, you will never "be caught lazy"! Congratulations!!

