

They Need You. We Do, Too!

BY JEREMY DE BRABANT



I am kept abreast of our sales progress via daily reports and feedback from our teams across the U.S. I am certain that despite the negative headlines, you too are reading between the lines and instead of burying your head in the sand, you see this as an opportunity to scrutinize your current business model.

The core fundamentals of the basic distributor are product, price and availability. Upon these fundamentals are the value added services that separate the leaders from the followers. We constantly review these services to help you conduct your business more efficiently, more effectively, and more profitably.

Regardless of the economic conditions, we will continue to execute and track initiatives that revolve around meeting *your* needs.

We Are All Fortunate!

While working with the sales teams, there are three positives we keep in front of us:

1. There remain tens of millions working in this country. *They use electricity.* You are out there, helping these people with electrical installations, modernizations, retrofits, and repairs that increase productivity, comfort, and more.
2. We chose the electrical business. *It is fundamental.* While we are starting to hear about “net zero energy” buildings, no one suggests that people live and work in the dark! We’re all involved in a specialty that people do not wish to live without.
3. Your customers have faith in you. You, in turn, honor us at Rexel, by putting your faith in us. We won’t forget it. We work every day with a clear focus that we must work harder and smarter to earn your business.

Working Together

Our cover story (see page 22) is about an Oklahoma City business that has taken an initiative and evolved over the past six years. There was a need in the local industrial market. They seized the opportunity and are now designing plans to broaden their offering. They leaned on us for help and it paid off.

Yes, this is a success story—for the customer, for the customer’s customers, and for Rexel, too. The story is here for a reason: *We would like you to use it as a point of departure!*

Perhaps you’re not in the same business.

Think about how we can help you succeed!

Maybe your goals are not identical to those of the OKC company. Revenue growth might not be your prime target; increased cash flow and profitability might be higher on your agenda.

No matter. What this story “proves” is that Rexel is ready to respond to your needs. Read the story. Think about how we can help you. We’re ready to help you succeed! ⚡

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