

NOVEMBER/DECEMBER 2014

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the WOMACK

"What Customer Service Is About!"

wayTM

Introducing Customer Success

ONE NEW PRODUCT AT A TIME

Giving contractors an edge on each and every project.

Redefining Productivity

One easy-to-use tool is changing the way contractors look at productivity.

WOMACK
ELECTRIC SUPPLY

The Value OF CASH

New business owners are almost always surprised at how complex and challenging cash flow can be. For those who have heard the term but aren't completely sure what it means, cash flow can be roughly defined as the amount of money you have coming in each month (not money that is owed to you in accounts receivable, but money that is actually coming in) versus the amount you are paying out. Positive cash flow means you have money left over after you've paid your commitments on a monthly basis. Negative cash flow is when you fall short each month.

For contractors, the cash flow puzzle is even more frustrating than for other businesses. Everyone knows how helpless it can feel to work as a sub, waiting for money to trickle down through all of the channels before you get paid. You might get your money 90 days after the work is complete even though everyone in the chain paid their bills on time – *you just happened to be the last in line*. In the meantime, you still have to pay for your building and truck and employees every month or you'll be forced to rely on a line of credit.

Thankfully, there are ways to achieve positive cash flow without taking on a lot of debt. The business specialists here at Womack Electric Supply have seen pretty much every cash flow situation, and our credit department develops innovative solutions to this stubborn business puzzle every day. Here are just a few of the ways that contractors can tame their cash flow – proven ideas that you can implement on your own or with help from Womack Electric Supply.

First, it is critical to get paid as quickly as possible. It has been common to encourage this through service charges. This can work, but it only results in getting your money *on time*. Employ a reward system – for example, offering a two percent discount for payment made before 30 days – and many of your partners *will actually pay you early*. That's a huge step toward positive cash flow. Second, keep up with debt. The fewer payments you need to make each month, the easier it is to stay in the black, obviously. Third, develop a system for collections and then follow it. Make sure it is fair, then stick to it, only rarely making exceptions. Lastly, nothing jams up cash flow like unsold inventory (parts you've paid for but haven't sold – they just sit in your shop and lose value as they age). Consider our Stock Optimization Program. For those who qualify, this program is set up for you to partner with Womack Electric Supply to help you maintain the correct parts and products in your shop.

If you want help with cash flow, advice on using credit effectively, or information about inventory management, start with a call to your Womack Electric Supply representative and let us put you on the right track. Positive cash flow is the first step to a profitable future, and we're here to help.

BURKE HERRING,

President, Womack Electric Supply



Introducing Customers To Success, **ONE** *NEW PRODUCT* **AT A TIME**



As construction technology continues to advance, manufacturers have made a strong push to introduce new products at an increasing rate. At Womack Electric Supply, we recognize the important benefits of these innovative products to our customers. As a result, we've not only added a New Product Specialist position to our team, but also fine-tuned our system for launching new products. The goal of all of these actions, of

course, is to give contractors an advantage on each and every project.

Before Womack Electric Supply agrees to carry any new product, it must meet a certain set of criteria. The purchasing, sales, marketing and distribution teams work together to thoroughly evaluate and analyze whether a product is not only a good fit for Womack Electric Supply, but more importantly, whether it helps our customers to succeed. "No matter if it's a brand new product we're introducing for the first time or an existing product with new features that we're relaunching, we

want to make sure that it's worth it for our customers," says Steve Adkins, Womack Electric Supply's new product specialist. "Does it do what it says it's going to? Is it unique? Is the product effective at saving our customers time or money? Does it offer new business opportunities for our customers? These are some of the benchmarks we use."

In fact, according to Adkins, new products often give contractors a great way to approach prospective customers or present opportunities to current customers who would otherwise have ordered a

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conventional product without giving it much thought. Take, for example, Broan-NuTone's Ultra PRO bath fan. Replacing a bath fan is typically a less-than-desirable undertaking for contractors, as the uncertain nature of the project (some take 15 minutes, others take three hours) makes them a hard job to quote and/or make money on. In the end, some contractors simply avoid the project altogether. Womack Electric Supply recently introduced the new Ultra PRO bath fan, which features flexible installation, allowing it to be installed in almost any situation quickly – and consistently. "It was evident that this was a product that could make our customers' jobs a lot easier," says Adkins. "Because the adjustable nature of the product makes installation so quick, contractors can set a price without

having to visit a job site to bid it out. A project that they used to turn down is now a proven money maker."

After a new product has been selected, Adkins really goes to work. Within approximately three weeks, he makes sure that every branch has the item in stock and backup inventory is in place at Womack Electric Supply's Central Distribution Center. Adkins also sets up and facilitates training company-wide (including videos, PowerPoint® presentations, webinars or on-site training) to ensure that every sales team member is educated on the product. Finally, when applicable, the item is prominently featured on a display located in the customer service counter area at the branch so customers always know

where to find it. "Before we actually sell a new product, we're completely *ready* to sell it," says Adkins. "It has a lot to do with building trust with our customers. They know that when we introduce something new, it will have value to them, we will have it in stock at all of our locations and any sales associate they ask will give them a knowledgeable answer. It's Womack's goal to be a partner with our customers, and it's one more advantage we provide to them."

Look for our New Products Section in future issues of our newsletter. We'll post the products that have been launched and their features and benefits. Also, be sure to check out our New Product display at each Womack Electric Supply location for the latest products that make your job easier and more profitable.





Steve Adkins Shows Off The WOMACK WAY

Considering that his job is all about things that are new, it's ironic that Steve Adkins has been around Womack Electric Supply so long. He started in 1988 and has worked in virtually every role – delivery driver, warehouse supervisor, counter salesperson, inside salesman, outside salesman, branch manager and lighting specialist. Today, he's the new product specialist and is in charge of

managing and facilitating the launch (or relaunch) of all new products at Womack Electric Supply.

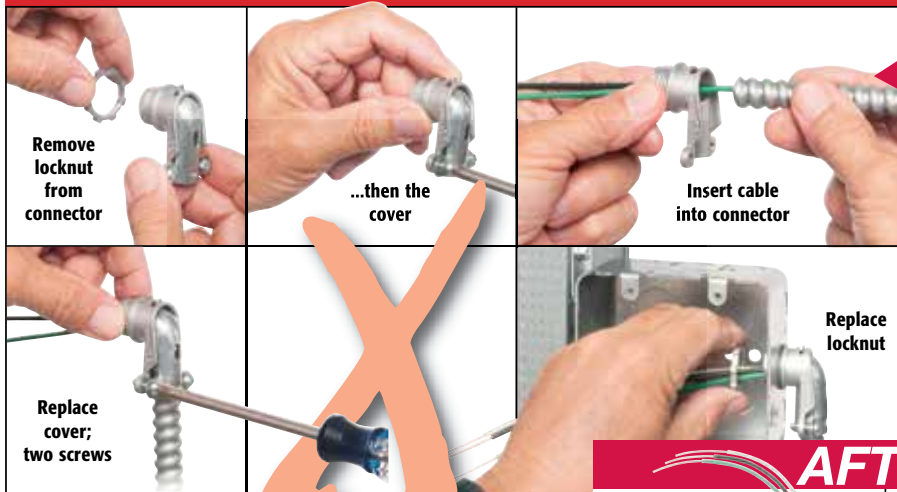
Since he became the new product specialist in May 2014, Adkins has found that the role is a great fit for his enthusiasm and positive attitude. "It's easy to get excited about selling something when the product benefits everyone involved," says Adkins. "We owe it to our customers, our manufacturer partners and ourselves to give every new product a launch that really highlights all of its benefits."

Adkins works out of the Danville, Virginia, branch and has lived in Danville all of his life. In addition to serving as Womack Electric Supply's new product specialist, Adkins is also a LEED Accredited Professional and a National Association of Independent Lighting Distributors (NAILD) Lighting Specialist 1.

FUN FACT: Steve is an Eagle Scout.

Fewer Steps Means More Jobs Get Done!

BEFORE



Arlington's 90° Snap²It® Connectors feature easy, snap-in insertion that can save you up to a minute per connector over 90° 2-screw MC connectors. No tools required!

**These connectors are a must-have.
Contact your Womack Electric
Supply representative today!**



AFTER

*Easy
Snap-in
Insertion*

1
BEND WIRES
AS SHOWN
FOR EASY
INSERTION

2
INSERT
CABLE
INTO
FITTING

3
SNAP
ASSEMBLY
INTO BOX



WIREMOLD® POKE-THRU DEVICES

open
WIDE.



Evolution™ Series Poke-Thru Devices

offer maximum capacity. With either six-inch or eight-inch configurations, just one poke-thru device has the capacity to deliver power, communications and A/V services. While keeping connections recessed below floor level. So people and devices stay protected and your space stays wide open. Learn more at legrand.us/epd1.

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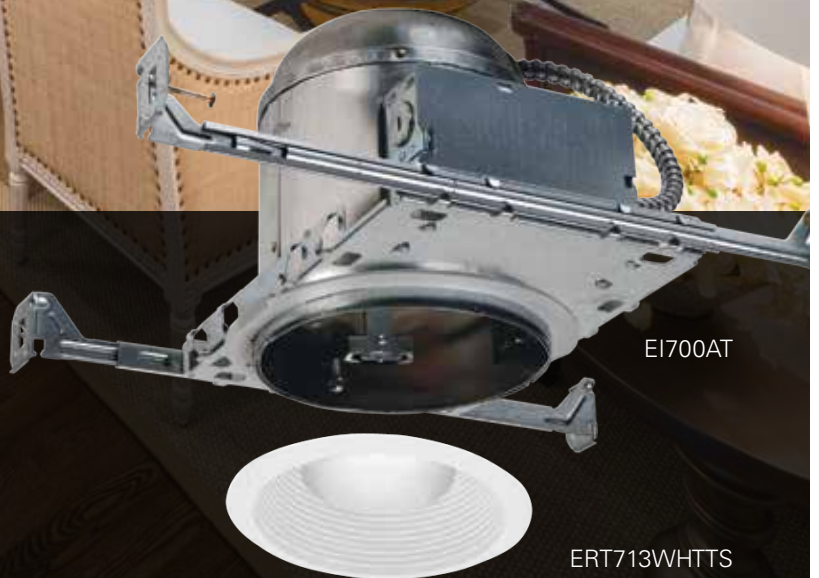




All-Pro Advantage

Part of the award-winning **Halo®** family, **All-Pro™** value-driven recessed downlights combine all the quality, features and benefits that only Halo can supply. From the ALL-NAIL™ Bar Hangers to the "No Socket-Bracket" System to the contractor-friendly trim rings, All-Pro downlights help contractors save time and money. To learn more about the All-Pro Advantage and all the unique features, contact your Womack representative.

www.cooperlighting.com



Cooper Lighting
by **EATON**

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Power Source Online Ordering Redefines Productivity

What could you accomplish if you could easily look up detailed information about the products you use, create in-depth bills of materials (BOMs) and place orders quickly and conveniently – at any time of day – with a single online interface? Womack Electric Supply's Power Source is empowering our customers to do just that, and this easy-to-use online tool is changing the way that contractors look at productivity.



John McGrath, Wake Forest, N.C.

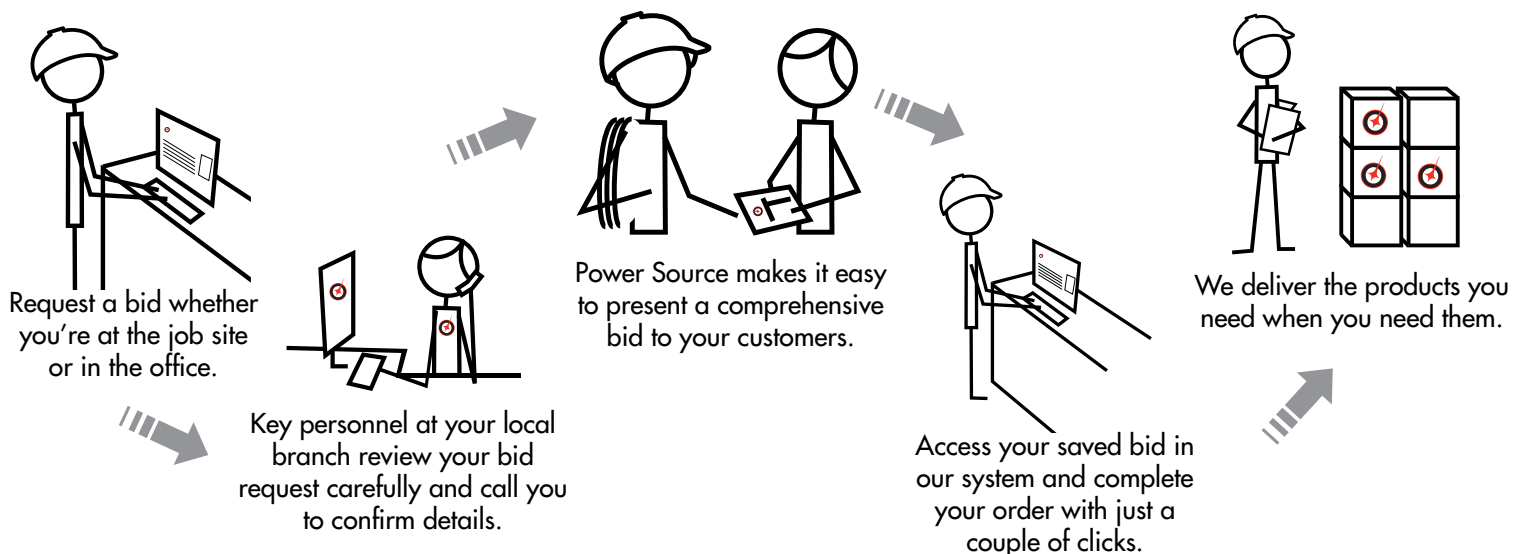
As most contractors can attest, it often seems like *getting* the job is more work than *doing* the job. This is especially true when you're a small- or medium-sized contractor with many irons in the fire. One of the biggest advantages that Womack Electric Supply's Power Source offers is providing contractors with a way to develop comprehensive price quotes quickly and easily. "We may not be able to completely eliminate paperwork," says Robert Herring, IT manager at Womack Electric Supply, "but we can make the time-consuming process of preparing BOMs for bids a lot less time consuming."

Power Source also offers contractors the advantage of accessing the system at any time, which is particularly helpful for placing orders with Womack Electric Supply. "If you can go online, you can connect to the Power Source," says Herring. "It doesn't matter if you're at a job site or at the office, you can put orders in from anywhere, anytime, as long as you're connected to the web."

Finally, Power Source orders are treated with the same attention to detail as if they were placed directly with an associate at Womack Electric Supply. In fact, once an order is placed via Power Source, the system notifies key personnel at the customer's home branch, who then follow up on each order personally with the customer to resolve discrepancies and confirm details. "Our customers can feel confident using Power Source," says Herring. "We oversee every step of their experience to ensure that it is both positive and productive. And if a customer wants a particular part of the process handled differently to better fit their situation, we can customize it for them."

It's easy to see why more and more contractors are utilizing Womack Electric Supply's Power Source. Those who do quickly discover how productive – and profitable – this unique connection can be.

For more information on becoming a Power Source user, contact your Womack Electric Supply representative today.





Nature Can Be A Real Bear.

With Eaton Backup Power, Your Customers Won't Be In The Dark!

Millions of people are affected by power failures every year. Eaton's innovative backup generators can keep your customers' air conditioners or heaters operating, their sump pumps working, the lights on and the food in their refrigerator from going bad. For businesses, they can prevent lost time and revenue.

- Automatic generators restore power within seconds.
- Eaton's Green Automatic Transfer Switch can manage electrical load for upfront and ongoing savings.
- When power is restored, the system automatically returns to normal.

Call Womack Electric Supply today and start installing the peace of mind that comes with Eaton Backup Power!



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"What Customer Service Is About!"

Electrical Protection Products



Electricity runs the world. At Mersen, we keep it safe and reliable with a comprehensive range of products and services to protect your products and systems and the people who use them. **Explore what we can do for you!**

Amp-Trap 2000® Fuses



- Time-delay, Class RK1, J, CC and L power fuses
- Type 2 "No Damage" Protection
- Arc flash mitigating
- Highly current-limiting for low peak let-thru current
- Opens in less than one-quarter cycle

Class L and Medium Voltage Fuses



- Medium Voltage current-limiting fuses in a wide range of ratings and configurations
- General purpose, E-Rated fuses for overload and short circuit protection of transformers
- Our R-Rated fuses are back-up type, current-limiting fuses for motor protection

UltraSafe™ Fuseholders



- Finger-safe fuse holders for Class CC, Midget and IEC 10x38mm; Class J, IEC 14x51mm and IEC 22x58mm fuses
- Quick fuse change-outs
- Visual blown fuse indication
- Global certifications
- Easy panel layout adjustments
- DIN-rail mounting

Finger Safe Power Distribution Blocks



- Finger-safe design: Fully covered block ensures that no one can touch live parts
- Compact footprint
- Accommodates AL or CU wire
- Variety of configurations with box, stud, and QC terminations
- Flexible, adder pole options

Protection Semiconductor Fuses (PSC)



- 10-day delivery on over 550 PSC fuses in eight different body sizes
- State-of-the-art protection for SCRs, diodes, thyristors, GTOs, and IGBT devices
- Control arcing characteristics for low I^2t and high interrupting rating
- Equipped with low voltage trip-indicator

Surge-Trap® Type 1 SPD



- TPMOV® technology inside
- Indoor and outdoor applications
- Can be installed upstream or downstream of the main disconnect
- Does not require additional fuses, fuse holders, or wiring
- UL 1449 Third Edition approved



TPMOV®
TECHNOLOGY

Enclosed Disconnect Switches



- Meets OSHA lockout / tagout requirements
- NEMA Type rated enclosures
- Knockouts provided on non-metallic enclosures (16-60A non-fused)
- Easy screw mounting
- Clear ON/OFF indication
- Load break switching

Engineered Panels and Switches



- Fusible shunt trip (elevator) switch allows for remote disconnection and provides high current limitation and short circuit withstand
- Fused selective coordination panels offer a cost-effective solution and provide selective coordination with 2:1 ratios, using Amp-Trap 2000® fuses.

Any questions?

Contact your Mersen Representative



NEWS BRIEFS

Womack Electric Supply Hosts Successful Ultra PRO Challenge

Womack Electric Supply held its first ever Womack University Certified Business Pros event at its Greensboro branch this October. This training event included industry experts presenting on everything from creating an employee handbook to developing a profitable hourly rate. The Greensboro event also featured the Broan-NuTone Ultra PRO challenge, a nationwide contest that allows electricians to show off their skills in a contest to determine who can install a Broan-NuTone ULTRA Pro universal bath fan the fastest. A large group of people turned out to take their best shot, but James Johnson from Oak Ridge Electric proved he was the fastest. His time of 3:52 won him a \$500 Cabela's gift card and a chance for a trip to Las Vegas to compete for a Ford F-150 truck at the International Builders' Show.

To check out the fastest installation times so far (along with more details), visit www.broan.com/ultrachallenge.



James Johnson points out his top score.



Left to Right: Al Stewart from Womack Electric Supply, James Johnson from Oak Ridge Electric, and Ron Greene from Broan-NuTone.



Around a dozen contractors competed in the Broan-NuTone Ultra PRO Challenge.

Make The Holidays A Little Brighter For Kids In Need

Donate To Womack Electric Supply's Give A Kid A Bike Campaign

'Tis the season for giving, so get in the holiday spirit by donating a bike to Womack Electric Supply's 5th annual *Give A Kid A Bike* campaign, co-sponsored by the North Carolina Association of Electrical Contractors (NCAEC).

Here's How You Can Help

Drop off a new bike or a monetary donation* (made payable to NCAEC) at your local Womack Electric Supply by December 10, 2014.



Join our caravan at our Greensboro branch on December 12, 2014, at 11:45 A.M. to take the donated bikes to the Salvation Army. We will host a cookout for all participants afterward at the Salvation Army.

Make this holiday season extra special for a child in your community. Donate today!

*Monetary donations are pooled and then used to purchase as many bikes as possible. All donations are tax deductible if made to the NCAEC.

We Never Get Tired Of Old Tools

Anyone who has ever done the books knows that a calculator is just as much of a tool as a wrench or a drill. This old school adding machine has been around Womack Electric Supply for many decades.

If you have an old tool or even just a photo of one, send us a picture and it could be featured in a future issue of *The Womack Way* newsletter.

Email your photos to **marketing@womackelectric.com** or to your Womack Electric Supply representative.



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Cut Here

My Christmas Wish List ...

Deciding is easy! Any of these great gift ideas is sure to please.

Drop a hint to someone, or simply treat yourself for all your hard work this year.



() 3M WGL1 Work Gripping Gloves \$24.95



() Klein 44001 Lock-Back Knife \$37.50



() Feit 72336 LED Flashlight 1000lm \$33.99



() Klein 55421-BP Back Pack \$91.50



() CCI L1320 Work Light \$64.95



() Milwaukee 2696-24 18 Volt Tool Kit \$409.95



() 3M 90541-80025V Hearing Protectors with AM/FM Radio \$49.95



() Milwaukee 2395 Heated Jacket (Camo Available) \$175.00



() Milwaukee 2590-20 Radio with Sealed MP3 Compartment \$99.95

To Order:

Contact your local branch.
Visit us online for branch details.
www.womackelectric.com

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