

JANUARY 2016

www.womackelectric.com

# the WOMACK

*"What Customer Service Is About!"*

way®

**SERVICE ENHANCEMENTS -  
PROFIT LEVERS FOR YOUR  
BUSINESS**

**WOMACK UNIVERSITY**

**Targeting Profitability**

**WOMACK**

**ELECTRIC SUPPLY**

*"What Customer Service Is About!"*

# Targeting PROFITABILITY

## Resolutions For 2016 That Will Make An Impact

**RES·O·LU·TION: (Noun)** A firm decision to do or not to do something.

The beginning of a new year provides many of us with the courage and opportunity to self-assess and create resolutions for personal, professional and business growth. The assessment process involves reflecting on what has worked in the past and resolving to continue with those activities while being brutally honest with ourselves about

**Goal Setting** where we are in need of improvement. Once we have identified our weaknesses, we place ourselves in a position to create “smart goals”, strategies and resolutions to improve. As your trusted electrical distributor partner, Womack Electric Supply wants to see you succeed and provides a variety of proven profit producing services and strategies to help you target increased profitability in 2016 and beyond.

**S**pecific  
**M**easurable  
**A**chievable  
**R**ealistic  
**T**imely

### How Womack Can Help You Target Profits

You want your business to be as successful as possible. Productivity is the key to making that a reality. The service enhancements provided for you by Womack Electric Supply are designed to assist you with eliminating unproductive activities from your busy schedule. The efficiency created will boost productivity and your bottom line. Daily

tasks that are considered “business as usual” can now be automated, freeing up manpower and other valuable resources. From streamlining accounting processes to effective website marketing to labor reducing jobsite efficiencies, we can help you target and lock-in on productivity and profit levers within your business.

### How Do You Get Started?

Resolve to yourself that this will be the year you take control of the processes that negatively impact your business and drive down profits. Keep reading in this issue of “Womack Way” to learn more about the many smart service enhancements Womack Electric Supply offers. Then, speak to a Womack associate to get started utilizing these services in your business.

Take control of your business processes in 2016, maximizing efficiency and targeting profitability. You and your bottom line will be glad you did!



Todd Woodlief, Womack Electric Supply Sales Manager

RUGGED. DURABLE. PROFESSIONAL-GRADE.

# BUILT TO TRACE



## EXPERIENCE THE REFINED SURETRACE™ CIRCUIT TRACER.

- Not only is it the brightest and easiest to read display in the industry, it's the only tracer that features the **SwivelDisplay™**
- **Powerful, Versatile** tracing for numerous applications
- **Audible Alerts** intensifies with signal strength and has 0-99 signal resolution for instantaneous positive identification
- **Certain Circuit™** provides confidence at the panel that the correct breaker was tripped



**BEST IN CLASS JUST GOT BETTER.**

[IDEALsuretrace.com](http://IDEALsuretrace.com)

# THE WOMACK ADVANTAGE

At Womack Electric Supply, we provide more than innovative products. We also offer unique services that can help your business on its road to success. Just think of these service enhancements as part of the Womack Advantage, a partnership that creates profit levers for your business and allows you to focus on business while we take care of everything else.

## Profit Levers – What Are They?

Profit levers are all the elements of your business that add up to revenue or cost that if manipulated can impact profitability. For any business owner, profitability pressures are relentless and require digging ever deeper to improve margins. The start of 2016 offers a perfect starting gate to taking a fresh look at an age-old operational need – evaluating business processes to streamline efficiency and increase profits. It's time to address the operating model for your business – the people, process, organization and technology. Are you still sending tech's to the counter to place orders and advertising only via Yellow Pages. Are you taking advantage of importing invoices into your accounting system and paying your bills online? Are there gaps where profitability slips through and away? If so, Womack Electric Supply, offers many beneficial services designed to help your business close the alignment gap and realize the full potential of your strategic vision.



## Focus on Service

Our company was founded on the principle of customer success first. This is The Womack Way. We've never gotten the hang of "business as usual." Today's business climate calls for constant refinement of services with a view to continuous improvement and profitability. Every product or service Womack offers comes with something extra. Order a part and we'll throw in a support staff that understands what customers need to make a profit on every job. In fact, we don't stop at supplying products. Our customers have asked us to help them with everything from marketing and web sites to inventory and bookkeeping. As a result, we've developed a powerful set of business tools and programs that give our partners an edge. Contact us today to discuss how we can make your job easier and your business more efficient. After all, The Womack Way isn't really about Womack Electric Supply at all. It's about you and your success, and that will never change.

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## WOMACK SERVICE ENHANCEMENTS

# Create Profit Levers for Your Business

### Contractor Marketing Solutions

From branding to training to websites, we provide opportunities to effectively market your company.

### Central Distribution Center

Our streamlined infrastructure works efficiently to get you the products you need faster.

### 24 Hour Emergency Services

When the job needs to get done, we're here to get you what you need.

### Project Management / Sales

These services help to simplify and streamline big jobs from beginning to end.

### Kitting

By consolidating repetitive orders, we can save you time on data entry and ensure that your orders are shipped faster.

### WES Connect – Online Shopping

This online tool and app makes developing accurate bids and placing orders quick and easy.

### Womack University

Training events, tools and resources to give you the opportunity to learn, grow and succeed.

### E-Billing

Get your invoices electronically and pay your bills online to keep your cash flow moving in the right direction.

### Customer Service Guarantees

Error-free billing, accurate shipping and popular products in stock. If we fall short, we'll issue you a \$25 customer service guarantee certificate.

### Net Pricer & Supplier Xchange

Get instant online bids when you use NetPricer or Supplier Xchange to connect your estimating software to our system.

### Solutions Specialist

We have a team of business experts on hand to help you overcome challenges unique to your business.

### Stock Optimization Program

We'll ensure that the parts and products you use most are right where you want them – in your shop!

### Pre-Fabrication & Custom Solutions

Respond to high labor cost and compressed schedules by using products with productivity designed in.



Learn more @ [womackelectric.com](http://womackelectric.com)

# Credit News

Every contracting business, large or small has to deal with the risk associated with construction contracts, work performance and cash flow management. Just as an estimator's primary job is to produce an accurate estimate and protect their employer's interest while minimizing risk; the role of a credit manager is the same. Who is the Credit Manager of your company? Do you have one or is it you? What do you know about commercial credit? Is it trial by fire? What tools and resources do you use to make good credit decisions? What is your security when you agree to do a job? Do you know your rights? One last question - does all this sound daunting? If so, we're here to help.

## Committed to Your Success

At Womack Electric Supply, we want you and your company to be financially successful. As such, we have a team of credit professionals ready to be your best ally in areas where you may have little or no experience. We have the experience and knowledge necessary to help you make informed decisions. Though we are not attorneys, we know about construction law, including such important areas as lien and bond rights.

If you find yourself in a cash flow problem, give us a call. Be proactive and not reactive. Often we can help you before it is too late.

Womack's credit department can assist you with your collections. We can call your customer on your behalf or file a lien or bond claim to help insure that you get paid for at least the material portion of a job.

Unfortunately, all too often, some of life's financial lessons learned are done so the hard way. It does not have to be that way. As a Womack Electric Supply customer, we have a vested interest in wanting to see you succeed and want you to know that we are here to help with your credit questions and concerns.

**Contact us today to discuss ways we can help you succeed in 2016 and beyond.**

**Toll Free: 800-280-1586**

**Email: [jworrell@womackelectric.com](mailto:jworrell@womackelectric.com)**



**Jimmy Worrell, Credit Manager**

# Circuit protection solutions you can count on



**Edison**

855-433-4766  
Edisonfuse.com



# REPAIR SERVICES

## WOMACK TOOL SALES & SERVICE REPAIR MANUFACTURER-PARTNERS

Womack Tool Sales & Service is pleased to offer authorized repair service for many major manufacturers, some of which are listed below. Please contact us for a complete listing of our repair manufacturer-partners.

### WE REPAIR THE FOLLOWING MANUFACTURER TOOLS:

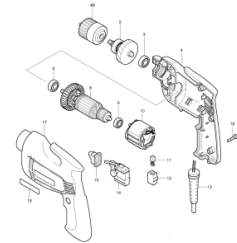
Bosch	Maxis
Bostitch Air	Milwaukee
Burndy	Multiquip Generators
Champion Cutting Tools	Paslode AirTools
Current Tools	Porter Cable
Dewalt	Powers
Diamond Products	Ramset
Englo	Reed Manufacturing
Enerpac	Ridgid
Fein	Rol-Air
Gardner Bender	Rothenberger
Greenlee	Senco
Hitachi Air	Skil
Hitachi Power	Thomas & Betts
Hougen	Weka Core Drills
Honda Engines	Wyco Vibrators
Ideal Industries	
Jet Power Tools	
Kett	
Klein Tools	
Makita	

## SERVICE & REPAIR

Count on Womack Tool Sales & Service to provide you with fast, reliable repair services for many leading manufacturer product lines.

We stand behind every repair we make. Each tool repair made has a 30 day labor warranty.

Visit us online to shop our huge Selection of quality tools and to receive more details about our fast, reliable tool repair services.



1250 S. Mebane Street  
Burlington, North Carolina 27215  
Phone: 844-998-6657  
Fax: 336-227-7492

[WOMACKTOOLS.COM](http://WOMACKTOOLS.COM)

**WOMACK**  
TOOL SALES & SERVICE

*"What Customer Service Is About!"*



The new **Revolve™** LED outdoor security product line by **ALL-PRO™** combines advanced LED technology and industry-leading optic design to bring you a low profile fixture with uncompromising performance. Available in Motion Activated, Dusk to Dawn and Flood versions, this innovative solution comes in 3500K or 5000K CCT to meet the requirements of any installation.

### 180° Motion Sensor - Twin Head

- Sleek, contoured design optimized for low profile applications
- Motion sensor coverage of 180°, range up to 50'
- Integral dusk to dawn sensor ensures lights only come on after dark
- Optics rotate 360° for maximum adjustability
- Eave mount only



Model #	Description	UPC	Unit Carton Dimensions	Master Carton	Master Carton Dimensions
<b>REV218535M</b> *	180° Twin Head LED Floodlight, 3500K - Bronze	0 80083 72203 7	12" W x 7.2" H x 3.8" D	2 Pk	12.5" W x 8.1" H x 7.8" D
<b>REV218535MW</b> *	180° Twin Head LED Floodlight, 3500K - White	0 80083 72202 0	12" W x 7.2" H x 3.8" D	2 Pk	12.5" W x 8.1" H x 7.8" D
<b>REV21850M</b>	180° Twin Head LED Floodlight, 5000K - Bronze	0 80083 72197 9	12" W x 7.2" H x 3.8" D	2 Pk	12.5" W x 8.1" H x 7.8" D
<b>REV21850MW</b>	180° Twin Head LED Floodlight, 3500K - White	0 80083 72196 2	12" W x 7.2" H x 3.8" D	2 Pk	12.5" W x 8.1" H x 7.8" D

\*Womack Stocked Products Highlighted

### Flood and Dusk to Dawn - Triple Head

- Dusk to dawn versions feature integrated photocell
- Perfect for wall or eave mount



Eave Mount

Wall Mount

#### Dusk to Dawn

Model #	Description
<b>REV335PC</b>	Triple Head LED D2D Floodlight, 3500K - Bronze
<b>REV335PCW</b>	Triple Head LED D2D Floodlight, 3500K - White
<b>REV350PC</b>	Triple Head LED D2D Floodlight, 5000K - Bronze
<b>REV350PCW</b>	Triple Head LED D2D Floodlight, 5000K - White

#### Flood

Model #	Description
<b>REV335F</b> *	Triple Head LED Floodlight, 3500K - Bronze
<b>REV335FW</b> *	Triple Head LED Floodlight, 3500K - White
<b>REV350F</b>	Triple Head LED Floodlight, 5000K - Bronze
<b>REV350FW</b>	Triple Head LED Floodlight, 5000K - White

\*Womack Stocked Products Highlighted

### Flood and Dusk to Dawn - Twin Head

- Dusk to dawn versions feature integrated photocell
- Perfect for wall or eave mount



Eave Mount

Wall Mount

#### Dusk to Dawn

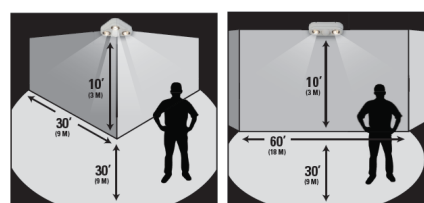
Model #	Description
<b>REV235PC</b>	Twin Head LED D2D Floodlight, 3500K - Bronze
<b>REV235PCW</b>	Twin Head LED D2D Floodlight, 3500K - White
<b>REV250PC</b>	Twin Head LED D2D Floodlight, 5000K - Bronze
<b>REV250PCW</b>	Twin Head LED D2D Floodlight, 5000K - White

#### Flood

Model #	Description
<b>REV235F</b> *	Twin Head LED Floodlight, 3500K - Bronze
<b>REV235FW</b> *	Twin Head LED Floodlight, 3500K - White
<b>REV250F</b>	Twin Head LED Floodlight, 5000K - Bronze
<b>REV250FW</b>	Twin Head LED Floodlight, 5000K - White

\*Womack Stocked Products Highlighted

#### Coverage Area



#### Features

- Maintenance-free LEDs with 50,000 hours of life
- Durable, die-cast aluminum housing
- Mounts easily to recessed junction box; cover plate included
- Optics rotate 360° for maximum adjustability
- Patents pending optics, mounting bracket and design
- Timing and sensitivity adjustments (Motion Activated versions)



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# NEWS BRIEFS



## Womack Way Award

Mike Jones, CDC Operations Supervisor is this quarter’s recipient of the Womack Way Employee Award. The award is bestowed upon an employee that best demonstrates what “The Womack Way” is about in that quarter. What does that entail ... it’s “What Customer Service is About!” ... attentiveness to our customers and their needs, clear communication skills, willingness to learn (new products, new skills), a positive attitude, time management skills, and being a team player. Each quarter, the employee that is chosen will earn a \$100 gift card and Womack Way trophy. Mike is shown at left receiving the award from Terry Burton, CDC Operations Manager.

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## Give a Kid a Bike Campaign Update

The 6<sup>th</sup> Annual Give a Kid a Bike campaign brought a smile to the face of many kids over the holiday season. Womack Electric Supply delivered over 450 bikes to local YMCA and Boys & Girls Clubs. The event is part of Womack Electric Supply’s community outreach programs designed to support families in need in the communities Womack serves.

Womack Electric Supply would like to thank all participants who were involved and donated to the Give a Kid a Bike campaign.



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## Danny Woodlief, Industrial Sales Specialist



As a distributor of industrial MRO and OEM Solutions, Womack Electric Supply is pleased to introduce Danny Woodlief as Industrial Sales Specialist and the newest member of the Womack team.

Danny holds an Engineering and Industrial Distribution degree and is currently an Engineer in Training. Danny has twenty five years of experience in the industrial distribution marketplace with a focus on sales, management, system integration, automation, production, quality and procurement. In his new role, Danny will work with industrial customers in both North Carolina and Virginia, providing product and service solutions for all industrial workplace applications.

In his spare time, Danny is currently working on his CFI (Certified Flight Instructor) & NASM (National Association of Sports Medicine) Certification. Please join us in welcoming Danny Woodlief to the Womack team!

# New Name – Same Great Experience!



## PowerSource Online Is Now WES Connect.

With desktop or mobile availability, your office is now anywhere you are. Womack's WES Connect allows you to quickly place orders from anyplace you can go online. Put your orders in, and we'll pick, package and deliver them with the same attention to detail that you've come to expect from every transaction at Womack Electric Supply.

### Key features include ...

- ✓ Reorder Pad with 365 Day Order History
- ✓ Browse Products by Manufacturer
- ✓ Create Custom Product Groups
- ✓ Create Custom Part Numbers
- ✓ Filtered Search Capability
- ✓ Compare/Contrast Products Side-by-Side
- ✓ New Product Category Drill Downs
- ✓ Download Specification Sheets
- ✓ Account Inquiry / Order History

## Connect Today!

The WES Connect Mobile App is available for download in the Apple App Store and Google Play Store. You can find the app by searching for WES Connect or clicking on the 2D code below. Once downloaded, click the "Shop" button in the app and customers who have access to WES Connect can sign in using their existing username and password and shop within the app.

Visit us online or contact your Womack Electric Supply rep today and apply to become a WES Connect or WES Connect Mobile App user.



Connect to WES Connect



[www.womackelectric.com](http://www.womackelectric.com)

# WHAT'S INSIDE

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- ⊗ News Briefs
- ⊗ WES Connect – Online Ordering
- ⊗ Womack University – Save the Date

# WOMACK

ELECTRIC SUPPLY

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Danville, VA 24543

PRESORTED STD  
US POSTAGE

PAID

Danville, VA  
Permit No. 521

Address Service Requested



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[www.womackelectric.com](http://www.womackelectric.com)

# WOMACK

UNIVERSITY

## Targeting PROFITABILITY

March 17, 2016



Having a plan to target profitability, while increasing productivity and efficiency, is closer than you think. Mark your calendars to join us for the Womack University - Targeting Profitability Seminar. Learn how you can take advantage of Womack Electric Supply service enhancements to increase profitability for your business, while streamlining processes.

\* Registration Info & Details Will Be Announced Soon