

SALES BIOGRAPHY



Greg Pallardy, RCDD
Windy City Wire • National Sales Manager • 2008 to present

PREVIOUS INDUSTRY EXPERIENCE:

I've been in the low voltage industry for 18 years, starting out as an inside rep and transitioning to a field sales rep. In 2006, I became a BICSI certified RCDD and was a spec engineer for a manufacturer, prior to joining Windy City Wire in 2008.

MY POSITION AT WINDY CITY WIRE:

As the Outside Sales Manager for Windy City Wire I support our Outside Sales Team to ensure outstanding customer satisfaction on a daily basis. This dedication to excellence has led to a nearly 200% growth rate over the past 5 years in the combined territories of the Midwest, Southern and East Coast regions. We ship nearly 19,000,000 feet of cable monthly to the 1,700 plus customers in these areas, with the singular focus of positively impacting our customers business.

With our commitment to service we've built great relationships with numerous companies such as: Power Solutions, DECA, REX Electric, Sound, Inc., First Security, Convergent, M.C. Dean, Vector Security, Kastle Systems, SETEC, BFPE International and Kelso-Burnett.

WHAT TO EXPECT FROM ME ON MY SALES VISIT:

I will demonstrate how Windy City Wire can impact your business by reducing your field labor cost and eliminating elements of your business that decrease profitability. I hope to meet with people within your organization that I call "agents of change". These are people within your company that have the power to switch or add a new supplier to your organization including owners, operations and install managers, superintendents, foremen and anyone responsible for the profitability of your projects.

My goal is to determine if Windy City Wire can be an asset to your organization. If we cannot, I will let you know and allow you to get back to your daily tasks immediately. However, if you determine we can bring significant value to your company which you are not getting from your current suppliers, I will ask what we can do to start immediately.



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