

SALES BIOGRAPHY



Nick Gor
Windy City Wire • VP of Regional • 2014 to present

PREVIOUS INDUSTRY EXPERIENCE:

Upon completion of school I decided to give professional baseball a shot, after playing few seasons for the Tampa Bay Devil Rays in their farm system it was time for me to enter the professional world. In 2008, I took employment with Anixter, spending seven years as an inside sales representative. During this time I gained a lot of wire and cable knowledge getting daily exposure to the many different wire and cable items utilized in both the high and low voltage market places.

MY POSITION AT WINDY CITY WIRE:

In November 2015, I joined Windy City Wire where I cover the Southern California region to focus on low voltage installation companies that can benefit by reducing their labor cost and increasing safety on every project requiring the installation of low voltage wire and cable. I spend about half of my time visiting companies that have limited or no exposure to the cost savings and safety benefits associated with implementing the Windy City Wire solution into their low voltage projects.

When I am not soliciting new prospects I am out advocating for the continual training and education of our system and product to our customers and their project managers and technicians so they can continue to maximize the significant cost savings provided through Windy City Wire. Some of our partners that benefit substantially on a daily basis from the RackPack Field Systems Solution include Alberio Energy, AJ Kirkwood, Convergent Technologies, National Fail Safe and Red Wave Communications just to name few.

WHAT TO EXPECT FROM ME ON MY SALES VISIT:

You can expect a lot of listening on my end as you take me through the processes as it relates to how you utilize cable from the time you receive it through the time you terminate it. During this phase of the visit I will be trying to confirm, one way or the other, if our solution is a fit for your organization. If not, I will inform you of my determination and be on my way out the door ... but if I determine we can be an asset to your company in a way that no other wire and cable company can be I will point that out as well.

I have found that the best introduction meetings include the individual or individuals that can authorize and implement change within your organization, in other words I would like an audience with the "YES" person. It is also always helpful to have the presence in the meeting of operations and project managers, warehouse manager, field technician(s) and if your organization employs a safety specialist, that person should be included as well.

I like to finish up my first visit by viewing your warehouse, understanding your internal processes related to how you store, stage and deploy your wire and cable needs is critical in determining the level of savings and benefit we can provide. It is also through this diligence that I can determine if a repack of your existing material into our system could prove beneficial to your company.

Upon completion of my visit should we confirm that there is path forward to doing business I will work with you on developing a time line that will allow for the smoothest and most productive implementation of Windy City Wire into your organization.



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