

SALES BIOGRAPHY



Robert "Doc" Dosterschill
Windy City Wire • Southwest Regional Sales VP • 2007 to present

PREVIOUS INDUSTRY EXPERIENCE:

I spent 20 years in the wholesale apparel industry and another 7 years in the legal software industry, which lead me to Smith Protective Services in the security industry where I was for 2 years (2005-2007).

MY POSITION AT WINDY CITY WIRE:

I began my career at Windy City Wire 9 years ago as Southwest Regional Sales VP and cover the two state territory of Texas and Oklahoma. With frequent travel I see both existing and potential new customers regularly ensuring proper education and utilization of our solution and ensuring exceptional customer service for all accounts. This focused effort has lead to a nearly 25% growth rate in my territory over the last 2 years, servicing over 200 customers and shipping over 3,000,000 feet of cable to the area monthly.

I've built exceptional relationships with numerous customers in the region, which include companies the likes of Convergent Technologies (7 locations); RAE Security; Lone Star Communications; Knight Security; Firetron; Walker Engineering and Wilson Fire.

WHAT TO EXPECT FROM ME ON MY SALES VISIT:

On my first visit to a potential new customer I want find out as much possible about their business: What do they do, how do they do it, what systems do they install, and what do they use equipment wise etc. This is essential to make sure we are a good fit for the integrator and the integrator is a good fit as a customer for WCW. Then I will expand on who we are: a domestic manufacturer and distributor of low voltage wire and cable, we don't just sell wire, we provide a complete labor savings installation system. I will also go over eCommerce and our attention to detail with items like an immediate order confirmation when your order is placed and tracking info in a link to you, the very next day after it has shipped. Unique featuers like our blue shrink wrap on orders instead of clear or pink (more commonly used) to allow customers to immediately know if their shipment had been tampered with. I will also do a field demo to demonstrate our ability to pull 9 RackPack boxes of wire either vertically or horizontally from a RackStak transportation device. Lastly, I'll want to take a look at their wire stock and show them how it could look by utilizing Windy City Wire and our patented RackPack cartons.



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