

2011 KAWASAKI SALESMAN OF THE YEAR

THE WINNER OF THE 2011 KAWASAKI SALESMAN OF THE YEAR IS ROB BARNETT, RECO EQUIPMENT.

"Rob represents the characteristics Kawasaki looks for in awarding this honor," said Gary Bell, Vice President, General Manager, Kawasaki Construction Machinery, when the award was presented in the Kawasaki Exhibit at the 2012 ISRI show in Las Vegas, Nevada.

"We don't necessarily select the top-volume salesman, rather we select someone who exhibits professionalism, skill, and attitude. He always represents himself, his distributorship, and his manufacturers in the most ethical manner. Rob is a great representative of Kawasaki, and we are proud to present him with this recognition."

Dubbed RECORob by his customers, this 39-year-old sales talent from Alabama says he first got started in sales as a kid when he'd sell flowers in his neighborhood. Next, while going to school, he sold baseball cards; then for years he sold mobile homes. He'd been in Ohio a mere six months when he spotted an ad for sales rep at RECO Equipment in Columbus. And now, just two years later, Rob has won the coveted national sales award from Kawasaki.

"I think true salesmen are born with the talent," says Rob. "My two brothers are salesmen too. Our family raised us to be hard workers and outwork the competition. That means, when it comes to equipment sales, putting together a better financial deal, a better support package, and whatever it takes to generate a better agreement."

Rob is a real people person, always doing whatever is necessary to follow up, answer questions, or pave the way for a deal. "People have to trust you," says Rob. "And since in our business it is usually the total package that wins, our customers also put their trust in RECO Equipment and Kawasaki. Kawasaki's factory support is better than anybody's in the business. Together RECO and Kawasaki form a powerful and strategic partnership that is the best in the business. Selling heavy equipment is not an easy gig, but it is easier with good partners."

On Rob's second day on the job, he met Jack Snyder, a veteran salesman who would become his friend and mentor. Jack told him, "Rob, if somebody buys a Kawasaki from you, they will invite you back."

Rob says that simple statement of fact gave him the initial confidence he needed to get out there and sell a product and brand he knew little about at the time.

What continues to keep Rob motivated is that RECO, as large as it is, is still at its heart a mom-and-pop business — but with a whole lot of stroke. "We can customize a total package, whether the customer is large or small, without having to wade through layers and layers of middle management. I love that we can move so quickly and offer such a big punch.

"RECORob wouldn't be RECORob without an unbelievable corporate office, parts and service team, factory support head to toe, and the best customers in the world. Together we move mulch, concrete, scrap, and of course, ready-mix products. I also want in particular to thank Diane in the office for taking care of each and every customer we serve. I'd also like to thank Hank Ottman, my Kawasaki rep, for adopting me. Last but not least, I'd like to thank my brother Chop Barnett for always backing my play. Roll Tide!"

Rob Barnett, RECO Equipment, Inc.

