



THE 2013 SALESMAN OF THE YEAR IS...

BILL LAWSON, BANE MACHINERY

The winner of the 2013 Kawasaki Salesman of the Year is Bill Lawson, Bane Machinery.

"Bill represents the characteristics Kawasaki looks for in awarding this honor," said Gary Bell, Vice President, General Manager, KCMA Corporation, when the award was announced during the 2014 ISRI Regional Conference in San Antonio, Texas.

"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. Bill is a great representative of Kawasaki, and we are proud to present him with this recognition."

Bill Lawson has been with Bane Machinery for 18 years, but has been around equipment 42 years. He got into the industry during his college years by working part time at a rental company. Upon graduation from the University of North Texas, he took the full-time plunge into sales. Sitting behind a desk was definitely not his style.

Adam Craft, Regional Sales Manager, Texas, KCMA Corporation; Bill Lawson, Award Recipient; Fred Leach, General Manager, Bane Machinery

"Heck no!" exclaims Bill. "I tried that desk stuff and it's not for me. I like the freedom of sales; I like to be out with people. It's my deal."

So back into the field he went. By 1984 he had moved from selling smaller pieces of construction iron from companies that aren't even around anymore to selling Kawasaki wheel loaders (then marketed under another brand name). He was a pioneer in that area — it would be four more years before Kawasaki established its own U.S.A. factory in Newnan, Georgia.

"You know, I've been doing this for 42 years. And I know everybody in town. But 18 years ago, the hardest part of selling Kawasaki was getting people to try them. We demoed like crazy. Then we started selling. I've never sold anybody their first Kawasaki where they didn't come back and buy a second, third, fourth or fifth. It's a great product; they make it simple. I don't remember the last time I had

to demo a machine for a sale. The name has gotten around."

Bill has been with Bane Machinery for the past 15 years. "Bane Machinery is very proud of the efforts of Bill Lawson," notes Fred Leach, General Manager, Bane Machinery Inc., Dallas/Ft. Worth, Texas. "Bill's focus on taking care of the customer has proven to be a great asset here. The Kawasaki loader has continued to be a huge part of his success, and Bane is very proud to have both in our family."

"Bill's dedication throughout his 15 years of sales for Bane Equipment continues to reap rewards, and is evident in his receiving the Kawasaki Salesman of the Year award," says Scott Bane, President, Bane Machinery, Inc.

Forty-two years of sales hasn't slowed Bill down a bit; however he is ready to shift his focus. "I've been selling to contractors as well as those in recycling and scrap. But I think I'm going to concentrate solely on the recycling end of the business. And I'm going to keep selling as long as I'm having fun and my health holds up!"