

[FromTheTRENCHES]

The Road to Success

Greg Buck, President of Productivity Inc, knows first hand that you never know where the road will take you. In his case, Greg's road to Productivity Inc started back in high school on a church youth choir trip. The founder of Productivity Inc was a chaperone on the trip; the two got acquainted and eight years later when Greg finished college and business school, the founder offered Greg a job.

Productivity Inc began in 1968 in Minneapolis, Minn., representing Pratt and Whitney. The company grew in the 1970s, with branch offices in Iowa and Nebraska, and in the 1980s introduced its Turnkey department. More growth marked the 1990s with the creation of Applied CIM Technologies, Productivity Quality from the metrology department and the creation of Productivity Robotics. Over the past few years, Productivity Inc has continued on its road to success with the establishment of the Haas Factory Outlet and more recently, it has introduced RedLine Tools, a private label line of cutting tools and tooling. Currently, Productivity Inc is renovating and adding onto its building, and continuing to dedicate more people to its Preventive Maintenance and Robotics & Automation turnkey business.

Now that Greg has been with the company for some time, he says that to make it all work, you need to do more than just hire great people —“you need to get your people



Productivity Inc



Productivity Inc, Minneapolis, Minn.

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involved. Usually, that's where a better idea comes from."

For now, Greg and Productivity Inc are doing what many other businesses are doing—looking for ways to sell more, and in particular, how to get to those all important hard-to-reach key customers. And, he's increasing his sales training, service support, automation solutions, and communication. "We try everything we can to increase our efforts in selling more machines, hiring more

qualified people, and including more automation where it makes practical sense."

While Greg says the selling, training and hiring are key to a successful business, "It's also important to improve writing, negotiation and speaking skills. And despite the daily pressures of business, be honest, kind and sincere in all your dealings with customers, competitors and suppliers."

You never know where the road will take you. ■

Time:

"To me, old age is 15 years older than I am."—Bernard M. Baruch, Presidential Advisor