

Stories From Jim Truslow's Career

From his wife Nancy:

Vegas extravaganza: In the 1990's Jim and Nancy took a large group of Arizona customers to Las Vegas for a weekend. At dinner Saturday night all the wives looked great – like they'd spent all day getting ready. When we checked out Sunday morning we knew why – six of them (unauthorized) had gone to the spa and charged \$3,500 in room charges. Jim had to put a lot of things on expense reports, but there is no category for spa expenses! For a month the group Business Director would not approve his expense report, until Jim's Sales Manager marched into his office and said "What are you going to do, make Jim pay for it?" Lesson learned – put a limit on room charges in the future!

Big Meeting in Memphis: In the 90's there was a big meeting planned on Monday morning in Memphis with one of Jim's largest customers. He flew there on Sunday in shorts and sandals. The flight got delayed, missed the connection in Atlanta, and his luggage was lost. The next morning he took the first flight to Memphis and managed to find a golf store, where he could at least buy a pair of pants. He met his Business Manager at the airport and rushed to the appointment. Jim definitely made an impression at the meeting. While everyone was dressed in suits, there was Jim outfitted in a golf shirt, golf pants, and sandals! Lesson learned – carry on your luggage!

Where's my car?: Twenty years ago Jim flew home to San Diego late on a Friday night. Upon arriving, he couldn't find his black Ford Explorer in the parking lot. After getting the airport police to help, they concluded that it was stolen and that Jim should go down to the Tijuana Police Dept. to see if they were using it. It seemed crazy the Tijuana police would steal his vehicle, so he contacted his fleet manager and got another Explorer. Six months later he got a call from the Baja California Police who "miraculously" found his vehicle and wanted him to come pick it up! From then on he locked up his vehicle using "The Club"!

From John Woodward:

Customer/ Coworker: I first met Jim in 1990 as an inside sales rep for Target in Phoenix, AZ. It was my first "real" job and I aspired to be in outside sales. Jim made an immediate impression on me. He was friendly, professional, respected, and extremely good at his job. He knew every warehouse and office person by name and would frequently ask questions about their family. To me, he became the role model of what a rep should be. Over the years I've tried to emulate Jim's style- never as well, but Jim is the inspiration. I've been Jim's customer for most of my career, but had the pleasure to be his coworker from 2010 - 2013 after the Whitmire/ BASF merger. It's been an honor to be associated with Jim and I'll always remember his example.

Cool as a cucumber: In 2010 BASF did a big meeting to introduce their largest customers to the new BASF/ Whitmire team. One of the ex-Whitmire reps was asked to do a presentation to about 50 of the high profile clients in attendance. In the middle of the presentation, he had a panic attack and abruptly

left the stage. He just happened to pass by Jim and handed the microphone to him. Jim took the mic, jumped on stage, and finished the presentation flawlessly. If I hadn't known better I would have thought it was a planned hand-off. But that's Jim- always a pro and cool as a cucumber.

From Jim Derbyshire, BASF Sales Manager:

Jim is a pro's pro. He's respected by both his peers and management. He's been a mentor to other reps. When he speaks in a meeting people listen. He's won the top sales 3x and is always near the top even when he hasn't won.