



STORIES FROM THE ROAD:

NESS Electronics

1800 East 121st Street • Burnsville, MN 55337 • www.nesselectronics.com

“On The Road in Iowa and Beyond!”



Kim Thomas is the outside salesperson for Ness Electronics. Kim has the specific qualities that most companies look to for guidance when purchasing products for their customers. He’s been working with us



since 1995 and this is what he offers to us and to his customers.

1. He’s knowledgeable. He knows what the products are and does plenty of research into the product background and capacities.

2. Speaks with authority about products and services.. He is consistent.

3. He is skilled in communicating effectively, listening, and has a good attitude.

4. He is confident. People respond to his confidence and it has a great impact on his customer’s decisions.

5. He listens to his customers to find out helpful information about what they really want and what they are prepared to spend.

6. He builds relationships. Customers are at ease with him as he treat them politely and with an open, friendly attitude.

Based in Des Moines, Ia, Kim has juggled his passion for selling with 5 kids (3 sons and 2 daughters) and 4 grandchildren. He spends 80% of his time on the road and still finds some time for he and his wife to travel a little. Although, according to him, he would like to travel more but in his words, “that time will come and we have a lot of great places to go besides visiting the kids and grandkids.”

Kim has been a good friend of mine for a long time and we have worked with a lot of products and have some new ones in the mix that we will be introducing soon.

Kim loves to meet his customers face-to-face. He presently has approximately 500 accounts with 150 appliance dealers, 100 TV dealers and numerous furniture dealers throughout his increasing territory.

When Kim first started with Ness he had only the accounts from I-35 and east and now he’s taken on all of them from Iowa to Nebraska, to South Dakota, Kansas, Missouri and beyond.

He is working with us on new products and new ventures so that he can offer all our customers the quality products that Ness is known for.

Through our own in-house product development team we are exploring new products with added features and functions to add to our product line.

It never fails to amaze me that most companies do not have someone like Kim to cultivate their referrals and build a sales model around that type of selling. He’s one point of differentiation for Ness Electronics.

Finally, just so you know, Kim is the biggest do-it-yourselfer that I know. From plumbing to electrical to carpentry, you name it and he will find out how to do it or fix it. He says sometimes it pays but there are other times when he should have called for help.



Mike Ness, President.

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