



R.L. Cook Company News

Providing Inventory Support Solutions Nationwide to Wholesale Electrical Distributors!

Take It To The Next Level



Every day at RL Cook we strive to make your job easier by providing you with the very best electrical supplies for your customers. Over the past few months we've taken that commitment to the next level by vastly increasing our in-house inventories of new Sepco brand fittings. That means with a single phone call to RL Cook you can get the product your customer needs delivered right from our warehouse floor, usually with same-day shipping. The cost savings are significant and your customers will be amazed at the quality difference they'll enjoy with Sepco brand. I encourage you to visit sepco-usa.com and download the full catalog today! And take your customers to the next level!

— Ronald J. Cook, President

Featured SEPCO Brand Products:

Form 7 Conduit Bodies

Form 7 conduit bodies provide access to conductors for pulling, splicing, maintenance and future changes and upgrades. They allow connection of straight conduit runs, branch conduit runs and 90° bends. SEPCO brand Form 7 Conduit Bodies offer important features like these – plus complete interchangeability with other manufacturers' Form 7 products!

Internal volume and maximum wire clearly marked on castings



Time-saving Clip-On covers in steel or gray iron with integral sealing gaskets are installed without the use of screws, reducing installation time and costs.



Flat back designs for greater wiring capacity and surface mounting



Tapered threads hubs (NPT)

WHAT'S NEW?

Expansion Fittings for Rigid Conduit & IMC provide up to 4" movement!



We're excited to announce that our inventory now includes the full line of SEPCO's superior AX expansion fittings in sizes from 1/2" to 5". These fittings are designed to allow controlled slippage between lengths of conduit in conditions where temperature fluctuations might otherwise cause compromise joint integrity. They're made of ductile iron and are protected by our exclusive Double Coate process – they're hot dip galvanized and zinc plated. And they're UL Listed.

Thanks, Everyone!!

Thanks to all of you who sent us ideas and congratulations on our Newsletter! We hope you enjoyed the gift pack, and that you continue to enjoy future editions of R.L. Cook Company News!

Need It Now?

Call or email our knowledgeable staff for your electrical supply needs!

206-763-8777

FAX: 206 762-6729

Email: sales@rlcook.com

Thinking About Sales ...

Be more effective – and successful – in today’s fast paced, customer-focused marketplace!

The world of selling has changed a lot over the past few years. With the advent of the Internet, customers have access to more information than ever before. By the time they call you about a product they need, they’re usually well informed – and impatient for answers.

At the same time, good old-fashioned customer service never goes out of style. In fact, the more customer-focused your sales efforts become, the more successful you’ll be at earning your customer’s long-term business.

It starts with active listening. When you speak with a customer are you just trying to talk them into a certain product you want to sell? Or are you asking probing questions and listening to their answers carefully so you can figure out what the customer actually needs? When you understand the customer’s need you can offer useful product solutions they may not have even considered. When a customer realizes you’re truly interested in solving their problems, you’re likely to make the sale – and become a trusted resource.

Are you selling total value, or only pitching price? Don’t misunderstand: price is *always* important. But you’ll be more effective if you can help the customer understand total value, including not only initial cost but also product quality, long-term reliability, and features that may reduce labor and maintenance costs.

Do you rely solely on your gift of gab? Or do you utilize support tools including product samples, customized literature, and application videos? Remember, your customers know a lot, but they don’t always have the information they need to make the right purchase decision. Hone your online marketing skills and utilize videos and PDF sales and spec sheets to help your customer be better informed. Here again, it’s having answers and supporting your customer that will win the day.

Finally, spend some time getting current on changes in the National Electric Code. Be the guy or gal with the answers, and you’ll earn their trust.

Opportunities to help your customer succeed are everywhere, if you know how to look for them.



Check It Out ...

Next time you’re on our web site, www.rlcook.com, be sure to check out all of the products under the **Material Stock Guide** dropdown. We’re pretty sure we have what you’re looking for at R.L. Cook!!

All photographs are of actual products from our extensive inventory and should not be interpreted as representing an authorized relationship with any manufacturer unless explicitly stated.