



## Focused in the right stuff, Bill Whitehouse steps up as Senior Vice President of Sales for Western Pacific Storage Solutions



Bill Whitehouse, a veteran employee of Western Pacific Storage Solutions (WPSS) with locations serving both sides of the country, has stepped up to the role of Senior Vice President of Sales.

Prior to this promotion, Bill served with distinction as Regional Sales Manager for the Western U.S. for over two decades.

Before joining WPSS in the 1990's, Mr. Whitehouse ran a growing distribution business with seven employees, but found he wanted more time for family pursuits. Remembering the respect he gained for WPSS earlier in his career when selling the company's manufactured industrial shelving and work platforms (mezzanines), he decided to interview for a territory sales manager position.

"I told them I would treat it as my own business and that I wanted to end my career here," Bill said.

Reflecting on this promise made 21 years ago, he continued: "When you're out there selling, the confidence you feel from having a sense of ownership makes all the difference. We're not a big company, but we're very ethical. We work with integrity – we're up front and honest, and we do things the right way. If we make a mistake, we err on the side of our dealers, and we go the extra mile to help them make a profit."

That "Senior" in the title implies a responsibility to coach.

"Now that I'm hiring guys and training them, I insist they carry these attitudes forward. We have to have consistency to keep up the right expectations for customers."

Bill played baseball for California State University, Fullerton while pursuing degrees in marketing and finance. The lessons gained from that experience have had a big impact on his ethic as a manager and salesman, starting with hiring and team-building.

He explained, "Every coach knows there's a quotient for lost opportunity. Like recruiting players, if you make a mistake in hiring, it takes time to get it back. We're careful to hire the right people, and then build in the fundamentals – starting with how they work together as a team. To get the customer experience right, you have to get the employee experience right."

When asked about core skills sales staff need to succeed, two skills came to mind: "My team would know I'm a listener. Often you meet salesmen who talk too much. That's backward. Whether with a team member or customer, listen more than you talk. They'll tell you what they need. And be goal-oriented. Every night before I go to bed, I set goals for what I'm going to accomplish the next day. Goals have to be attainable."

The choice to focus on family that brought Bill to WPSS twenty-one years ago has been richly rewarded. His daughter, the oldest, is about to make him a grandfather for the second time, and his son – well, let's just say the apple didn't fall far from the tree. "Our son plays minor league baseball. We hope he'll pitch in the majors. If you can help them chase their dreams, you've done your job as a parent."

**Bill Whitehouse, Senior Vice President of Sales**

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