

# GARY WADE

## named Hitachi's 2018 Salesman of the Year

**Gary Wade's** passion for selling equipment has defined his life from a young age. Gary and his brother Daryl have owned and operated All Island Equipment in West Bablyon, New York, since 1989. Gary joined the family business straight out of school, using a pager and a Motorola bag phone to pursue leads sent by the All Island office.

With a fierce determination, Gary focused on building a reputation for offering contractors both superior equipment and a deep commitment to customer satisfaction. Earlier this year, at the Rockin' & Reelin' event in New Smyrna Beach, Florida, Gary was named the 2018 Hitachi Salesperson of the Year.

Sam Shelton, marketing manager for Hitachi, says their selection process takes into account a wide range of criteria. "We don't necessarily select the top-volume salesman; rather we select someone who exhibits professionalism, skill and attitude. Gary always represents himself, his distributorship and his manufacturers in the most ethical manner. He is respected as a leader in the industry, the community and within his organization. Gary is a great representative of Hitachi wheel loaders, and we are proud to present him with this award."

Gary believes his accomplishments are based on a combination of experience and initiative. "My success is based on my inner feeling that I can always do a better job selling our products," he says. "I have the drive to get up in the morning and say 'Where should I be today to maximize my efforts?'"

As he continues to serve the construction industry in Nassau, Suffolk, and the five boroughs, Gary is always looking for new opportunities to introduce his quality products and services to the surrounding community. As a veteran salesman, Gary says telling the story of the evolution of Kawasaki to Hitachi now opens new doors. "We have the chance to gain a new customer base we didn't have with Kawasaki, or KCM," he says. Gary's customers trust him to sell the quality equipment they demand, and then back up the sale with exceptional service and product support.

Gary says he loves the industry, and his advice to newcomers is to embrace the potential to make a profit and the potential to realize a sense of satisfaction and achievement. He enjoys seeing his machines working to make his community a better, safer place. "When I see a piece of my equipment — like a Hitachi wheel loader — running down the roads of Long Island, it is a great feeling of accomplishment," he says. "We recently had a storm, and we were able to help several local towns get the roads cleared with our equipment. That is what keeps us sales-minded people going back for more and more each and every day." ■



From left, Dustin Hoogeveen, HCMA regional business manager-east; Gary Wade, All Island Equipment; Al Quinn, HCMA managing director.

## Customers talk about Gary Wade

“ You can talk to Gary direct as the owner of the business. To me it's great, because if we have a problem, we call him and he is right here. We are a small company. It's not like we buy a lot of equipment, but we call him and he is right there. He is really good. The service has been fabulous. ”

**Norman K. Kurrass, Kurrass Materials**

“ We are in the recycling business and are not necessarily experts in the area of heavy equipment, so we rely heavily on Gary and All Island Equipment to make the right recommendations for our needs, and they have never let us down. Gary completely understands the machines that he sells, where they shine, and, most importantly, what their limits are. ”

**Rocco Cristina, Boro-Wide Recycling**

“ He worked with us to spec out the right machines for our needs and he was there for training when the machines were delivered. If we are not dealing with Gary, then we are dealing with his brother, Daryl, the service manager at All Island Equipment. ”

**Vito Secchiano and Angelo Maiorano, Metro Green Recycling**