

Steve Hahn

STORY BY KELLY PRENTICE

Ingersoll Rand gained more than a manufacturer of superior diaphragm pumps and air tools when it acquired ARO in 1990. As part of that acquisition, it also **gained a dedicated work force** that included Steve Hahn and the solid relationship he had painstakingly built with Grainger.

A Chicago-based industrial supply giant, Grainger sells more than a half-million products annually through its catalogs, award-winning Web site (www.grainger.com) and 570 branches. But until Steve Hahn joined the company, Grainger's pages featured a limited number of Ingersoll Rand products.

Now a national accounts manager for Industrial Technologies, Hahn knew it would

"IT DOESN'T REALLY REQUIRE MUCH EFFORT TO PROVIDE AN OPENING FOR ANOTHER INGERSOLL RAND BUSINESS."

— STEVE HAHN,
NATIONAL ACCOUNTS
MANAGER, INDUSTRIAL
TECHNOLOGIES

Hahn knew it would take persistence to place more Ingersoll Rand products in the catalog. He also knew it would be worth it. Thanks to Hahn's determination and strong support from Rick Burch in Marketing, Grainger now features more than 2,100 Ingersoll Rand industrial products and thousands more parts and accessories in its catalog, parts division and at Grainger.com. To keep the connection strong, he spends each day focused on meeting Grainger's needs.

Because of his singular focus, Hahn wasn't sure what role he could play in Dual Citizenship. "When I went to the Ingersoll Rand Works cross-selling meetings, I realized I'm not like a lot of the people out there in the field who can spot new opportunities daily," he says. "Ninety-five percent of my focus is on Grainger issues. But I thought there must be a way I could promote Ingersoll Rand products from other sectors through the catalog."

Hahn's sales manager, Michael Crotty, also encouraged him to continue to look for opportunities.

Meanwhile, Dave Sylvester, an old friend of Hahn's and former general manager of IR/ARO, became president of Security Technologies Americas. Sylvester had his eye on the Grainger distribution network from the start and made a couple attempts to contact them. But he wasn't able to break through—until Hahn got involved.

"Steve was tenacious," says Sylvester. "Anytime there were changes in leadership, he worked us in."

In 2003, Hahn succeeded in arranging an annual meeting between upper-level manage-



Steve Hahn, a national accounts manager for Industrial Technologies, opened the door for Security Technologies product sales to industrial supply giant Grainger.

ment of Ingersoll Rand and Grainger, which eventually swung the door open for Security Technologies.

"Our security sector has fabulous people and high-quality products that are perfect for Grainger," says Hahn. "Grainger just needed a little nudge to get things rolling."

The nudge worked. In 2005, Grainger featured approximately 150 Ingersoll Rand security products in its catalog, spurring millions of dollars in additional revenue for Ingersoll Rand.

"Steve continues to be the champion for the entire Ingersoll Rand company with Grainger," says Sylvester. "He played an instrumental role

by going to all of our key meetings and helping with our strategic approach."

Now that Security Technologies is a firm supplier, Grainger wants to take on even more security products in 2007—which Hahn says could earn Sylvester's team millions of dollars in additional business. That certainly helps him feel confident about his Dual Citizenship role.

"It doesn't really require much effort to provide an opening for another Ingersoll Rand business," he says. "And the rewards are bigger and better than you can imagine." ■

KELLY PRENTICE (kmprentice@rcn.com) is a freelance writer and editor based in Easton, PA.