

Obie Woods' Goal Is To Exceed Competitors

By Loretta Manago
Post Staff Writer

Don't talk to Coca-Cola accounts manager, Obie Woods about meeting an average level of performance. That's like talking to him in a foreign language. Rather, talk to him about exceeding, about dominating the competitors and he'll have plenty to say.

"As an accounts manager for Coca-Cola, my job is to carry out administration, to exceed and dominate the market, manage accounts and to insure that everything is operating smoothly," surmised Woods.

To perform these multi-responsibilities in a highly capable manner, there's no way that Woods can be content with just doing average. It is totally uncharacteristic for him not to give 100 percent plus on a professional level. Working above the average is what has driven Obie Woods to his present position of management.

Woods came to work for Coca-Cola while he was employed with Wilkes Filters as a territory manager in Richmond, Virginia. "While I was still working at Wilkes, my next door neighbor told me about openings at Coca-Cola and because I felt that I wasn't making enough money in my present job for what I was doing I decided to apply at Coca-Cola. I started in the warehouse and in eight days I received a promotion. Then I started working with the warehouse supervisor. After about a month and a half I was promoted to account manager," recalled Woods.

But Woods was soon to be wined away from Coca-Cola and courted for another position as Route



Obie Woods
... Accounts manager

Sales supervisor for Miller Beer. He admitted that he was brainwashed into leaving Coca-Cola, but soon discovered that the job which promised a better position and more money led to nowhere.

Relocating to Charlotte, Woods who is a native of Gastonia returned to Coca-Cola, ready and willing to start anew. Speaking of the

company he has long been affiliated with he said: "Coca-Cola is a good company to work for. In addition to the company being loyal to their employees, the benefits are good and so is the pay."

For a person who is interested in a career Woods strongly recommends the bottling company. "It's a good place for

a career person who wants to go somewhere. It's a good place to stop and start."

Having given Coca-Cola such high marks, it understandable that Woods goes the extra mile in his position. Doing this, not only satisfies Coca-Cola, but Woods as well. "When my supervisor gives me a

monthly quota, my goal is to exceed it. Once I have the promotional tools I need to work with, I take advantage of those promotional tools to exceed the goals that are expected of me." It's hard work, but said the graduate of Frankfurt-American High School and a student of Gaston College: "I try hard."



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