

SECRETS OF SUCCESS

Hoyle Office Solutions-- Returning to its Roots

by Jim Rapp

This year Hoyle Office Solutions, Arden, North Carolina, will celebrate its 65th anniversary with the grand opening of a brand new furniture showroom. It will also be celebrated in another and more important way, says Kathy Hoyle, who is now at the helm of the dealership, which was started by her father, James W. "Red" Hoyle.

"I saw the need to take the business back to its roots, the way my father built the business originally—through great customer relationships," she explains.

Kathy, along with brothers Mickey and Tommy Hoyle, has turned back the clock to a brand of leadership for which their father was so well known. She also gives a lot of the credit for building the business to Krista and Eddie Moore of K. Coaching LLC, for their guidance.

In 1997, the dealership closed its retail store to become strictly commercial and moved to a suburban location. "My dad understood the importance of customer relationships, and a return to that emphasis is more important than ever now," Kathy explains.

"It's about more than just having great service. We go to great lengths to know our customers. We pay attention to what is going on in their lives as well as in their business—birthdays, anniversaries, special events, their families and their children."

Kathy's father, Red Hoyle, who turned 95 this year, still comes to work one or two days a week. He loves to ride along on deliveries, visit with the customers, pass out candy and see for himself the culture that he laid down all those years ago.

Kathy is actively involved in supporting other women in business. She was instrumental in the development of the OPWIL group—Office Products Women In Leadership—which now has more than 100 members.

Adopting a concept from Krista Moore, Kathy likens building their business to building a ship. "We have many relationships we need to work on all the time—with customers, community, and within our industry. You grow by helping others grow. You build sturdy ships that will weather the storms and enrich the voyage."

Congratulations to another successful family business—still the backbone of the independent office product community!



- Hoyle Office Solutions
Arden, North Carolina
- Kathy Hoyle,
President and CEO
- Supplies, furniture
- Founded 1945
- Employees: 11
- Partners: TriMega, S.P.
Richards
- Online sales: 30%
- Web: www.hoyleos.com