



Valuepart Inc. Hosts Sales Training Workshop with Peter Giroux and Paul McCabe



Valuepart recently hosted a two-day sales training workshop for its outside sales team at its newly expanded Dallas facility. Led by construction industry sales experts Peter Giroux (pictured to the left) and Paul McCabe of PGE, Inc., the event brought together the Valuepart global salesforce to discuss the state of the construction aftermarket, developments in dealer relationship management, and enhanced professional selling skills.

The sales training workshop is part of a suite of tools being deployed by Valuepart to enhance relationships with its global dealer network and enable its global dealer network to engage with end users.

“Peter and his team worked closely with our organization in advance of the workshop to customize the content and delivery to meet our specific needs”, said Matt Tullai, General Manager of Valuepart Inc., “His industry experience and hands-on approach delivered the perfect mix of engagement and innovation. Our entire sales team left the workshop engaged, with a clear set of goals, and a targeted approach on how to achieve their objectives.”

About Valuepart and Valuepart Inc.:

Valuepart is a leading global manufacturing and wholesale distribution enterprise focused on the supply of aftermarket construction undercarriage components and repair parts. Marketing its products under the “VTRACK by Passini” brand, the company maintains manufacturing and supply chain assets on five continents and serves OEMs, dealers, distributors, and end users worldwide. Wholly owned subsidiary ValuePart Inc. serves customers in North, Central, and South America through a network of ten warehousing and administrative offices.

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About PGE Inc.:

Founded in 1992, PGE, Inc. focuses on sales and business skill training, and has produced outstanding results for a variety of mid-tier and Fortune 500 salesforces. The company has a specialization in the construction industry and has worked with many of the largest construction OEMs and related dealer groups. Known for the innovative and dynamic style of their workshops, clients rave about the immediate and lasting results of the training. Leveraging over twenty-five years of industry experience, PGE principal Peter Giroux brings sales effectiveness to life in his custom-designed training programs.

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