Greenlee Expands Professional Tool Specialist Program With New Trucks

Greenlee

Greenlee [1] continues to expand its Professional Tool Specialist program with the launch of three additional trucks and trailers. The new vehicles will allow Greenlee specialists to further provide value-added services to end users, such as tool demonstrations, joint sales calls, technical support, and safety presentations.

“We launched our Professional Tool Specialist program over a year ago,” said Matt Sisco, Vice President of Sales for Greenlee. “Since then our three vans have been so popular that we decided to add three heavy-duty trucks and trailers, so we can present an even wider selection of products to our end users at their jobsites.”

Greenlee trucks and vans visit electrical and utility companies and contractors, as well as linemen, electricians and various nonresidential facilities to conduct hands-on product demonstrations, safety talks, and best practice presentations. These value added services are intended to foster deeper collaboration with Greenlee’s distributor partners and drive brand preference with trade professionals.

The three Greenlee vans are equipped with a wide variety of innovative and timesaving tools. The new trucks also feature larger Greenlee products such as cable pullers, conduit benders, and Gator® brand battery tools. ROTHENBERGER plumbing tools are also available. Demonstration vans and trucks are driven to jobsites by Professional Tool Specialists – former electricians, linemen, and industry professionals – employed by Greenlee.

Professional Tool Specialist demonstrations, talks, and presentations focus on the Greenlee brand promise – Faster, Safer, and Easier™. During these events, tradespeople are taught how to safely improve workplace efficiency, reduce downtime, and complete their jobs faster through best practices and efficient use of professional-grade tools.

Greenlee Professional Tool Specialists are currently located in California, Illinois, New Jersey, New York, and Texas. Six additional US areas will be added throughout 2013. For updates and additional images from Greenlee Professional Tool Specialists please visit the Greenlee Facebook page [2].

To schedule a hands-on product demonstration at your convenience, or to find out more, contact your local Greenlee representative, visit **www.greenlee.com** [3] or call 1-800-436-0786.

Greenlee *[1] is known as a global leader in the professional tool category. The Rockford, Illinois-based company develops high quality innovative products distinguished by customer-driven design and differentiated by supply chain*

excellence. Greenlee also leverages its powerful brands such as Greenlee Communications, Greenlee Utility, Paladin and Klauke in the electrical, construction and maintenance markets worldwide. More information is available at www.greenlee.com.

Textron *[4] Inc. is a multi-industry company that leverages its global network of aircraft, defense, industrial and finance businesses to provide customers with innovative solutions and services. Textron is known around the world for its powerful brands such as Bell Helicopter, Cessna Aircraft Company, Jacobsen, Kautex, Lycoming, E-Z-GO, Greenlee, and Textron Systems.*

Source URL (retrieved on *07/28/2014 - 2:42pm*):
http://www.impomag.com/news/2013/05/greenlee-expands-professional-tool-specialist-program-new-trucks?qt-recent_content=1

Links:
[1] http://www.greenlee.com/
[2] http://www.facebook.com/GreenleeTools
[3] http://www.greenlee.com
[4] http://www.textron.com/