



## NEWS RELEASE

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For immediate release

### Continental hosts Max Sacks sales training

Oshkosh, Wis.—Continental Girbau Inc. (Continental) recently hosted Max Sacks Intl. sales training at its headquarters in Oshkosh, Wis. The three-day workshop, “Track Selling System: The Complete Selling Process,” engaged Continental distributors and sales representatives.

Attendees of the training included Megan and Greg Tompkins of Integrity Laundry Solutions in Walla Walla, Wash.; Mike “Stucky” Szczotka of Eagle Star Equipment, in Troy, Mich.; Duran Harmon of Laundry Systems of Tennessee, in Sevierville, Tenn.; Jordan Miettinen of J.H. Stuckey Distributing Inc., in Omaha, Neb.; and Paul Sweinhart and Jordan Mohl of Cils Inc., in Lebanon, Pa.

Course content featured Track Selling, a scientifically proven method that includes a seven-step sales process utilizing the six buying motives (why people buy) and the five universal buying decisions (how people buy). It also included effective techniques for overcoming objections, a system for developing dynamic presentations and closing methods. The program was tailored for the laundry industry and led by Ron Holm of Max Sacks Intl.

“The great thing about going to this program through Continental was that it was geared toward selling laundry equipment,” said Megan Tompkins, Integrity Laundry Solutions CEO. “I came away with valuable skills and knowledge that I can apply immediately.”

Max Sacks, a leading sales training firm, is used by more than 240,000 sales executives representing 3,000 companies in 21 countries. Max Sacks provides practical, high-quality, state-of-the-art programs, products and services dedicated to developing skills, enhancing performance

and providing on-going reinforcement to individuals and their companies. Find out more about Max Sacks at [www.maxsacks.com](http://www.maxsacks.com) or call 206-706-4119.

To find out more about Continental laundry products, visit [www.continentalgirbau.com](http://www.continentalgirbau.com) or call 800-256-1073.

Continental Girbau Inc. is the largest of 14 subsidiaries of the Girbau Group, based in Vic, Spain. Girbau laundry products – marketed throughout 90 countries worldwide – meet rigorous environmental and safety standards established by the International Organization for Standardization (ISO). Girbau S.A. holds both ISO9001 and ISO14001 certifications. Ever focused on laundry efficiency, Continental Girbau is a member of the U.S. Green Building Council (USGB), a 501(c)(3) nonprofit that developed the Leadership in Energy and Environmental Design (LEED) Green Building Rating System.



**Continental Girbau Inc. recently hosted Max Sacks sales training. Pictured in the back row, from left, are Joel Jorgensen of Continental; Tod Sorensen of Continental; Mike “Stucky” Szczotka of Eagle Star Equipment; Seth Willer of Continental; and Ron Holm of Max Sacks Intl. Pictured in the middle row, from left, are Laurie Kilgore of Continental; Jordan Miettinen of J.H. Stuckey Distributing Inc.; Duran Harmon of Laundry Systems of Tennessee; Greg Tompkins of Integrity Laundry Solutions; and Wes Kraemer of Continental. In the front row, from left, are Megan Tompkins of Integrity Laundry Solutions and Laura Anderson of Continental.**