



News Release

Jim Pancero to Speak About Accelerating Distributors' Competitive Advantage at 2018 VIPAR Heavy Duty Annual Business Conference

- *Jim Pancero, sales leadership strategist, will present during the Distributor Educational Session at the 2018 VIPAR Heavy Duty Annual Business Conference*
- *Pancero works with sales teams in various industries to influence sales strategy*
- *Session is open to all VIPAR Heavy Duty distributors*

Crystal Lake, IL – (Sept. 28, 2018) Jim Pancero, a sales leadership strategist, will speak at the Distributor Educational Session, Tuesday, October 16 during the 2018 VIPAR Heavy Duty Annual Business Conference.

Pancero's presentation, titled, "Accelerating Your Competitive Advantage in Unstable Markets," will focus on non-traditional ways to increase a company's sales and increase profits during competitive and unstable times.

"This year, our conference theme "Accelerate: Investing in Tomorrow," emphasizes VIPAR Heavy Duty's focus on opportunities and solutions to support the current and future growth of stockholder and supplier business," said Jeff Paul, vice president of marketing, VIPAR Heavy Duty. "Jim's expertise in sales strategy and training a sales team to think differently in order to achieve success is perfectly in line with our focus on helping our distributors to grow their own business."

For nearly 40 years, Pancero has worked as a sales leadership strategist, guiding and inspiring sales teams in more than 80 different industries. He utilizes proven research and real-world examples to teach and influence sales teams to reshape the way they strategize and approach their customers.

The VIPAR Heavy Duty Annual Business Conference is an opportunity for more than 800 stockholders, supplier partners and industry associates to come together to participate in open dialogue and share best practices and insights on opportunities and challenges in the independent heavy duty aftermarket.

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Image Attached:

Download Image: <http://bit.ly/2xPp7fV>

About VIPAR Heavy Duty

VIPAR Heavy Duty is North America's leading network of independent aftermarket truck parts distributors. VIPAR Heavy Duty distributors serve the needs of their customers from more than 630 locations across the United States, Canada, Puerto Rico and Mexico. VIPAR Heavy Duty distributors are specialists who understand the demands of their local, regional, and national customers for quality parts and exceptional service. VIPAR Heavy Duty also operates two wholly owned subsidiaries, Global Parts Network, LLC and Power Heavy Duty, LLC, as part of the VIPAR Heavy Duty family of companies. For more information, visit www.vipar.com.

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