



## **NEWS RELEASE**

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**Contact:** Mary Coppola  
[mcoppola@unitedfresh.org](mailto:mcoppola@unitedfresh.org)  
202-303-3425

# **United Fresh Launches New Sales Training Program for Produce Industry Professionals**

WASHINGTON, D.C. (April 12, 2016) – United Fresh announces a new sales training program specifically designed for the fresh produce industry. The program will focus on the fundamentals of selling for up-and-coming produce sales staff. The day and a half program will be offered twice this year; once in Seaside, CA and once in Dallas, TX.

An initiative of the United Fresh Grower-Shipper Board, the Produce Sales Training program was created to deliver baseline selling skills and techniques for staff who want to deepen their knowledge of the sales process. The course is designed to be highly interactive and customized in a limited environment of 20 participants. Attendees will learn key objectives such as how to identify customer needs, how to engage customers, and how to close a sale.

“Our board identified an important training need for sales professionals in our industry,” said Tom Deardorff, President, Deardorff Family Farms and Chairman of the United Fresh Grower-Shipper Board. “The fundamental sales tools and techniques taught in this course will allow them to expand their sales skillset, advance our businesses and ultimately the way we sell across the industry.”

United Fresh’s Produce Sales Training program is presented by Jan Kessinger of Henderson Kessinger Consulting (HKC). HKC Inc. was founded in 1994 with a focus on creating sales with a commitment to meeting the needs of the customer. Jan specializes in delivering customized sales training programs and boasts a diverse portfolio of clients across myriad business sectors. He brings real-world experience to his training as a former buyer, salesperson and manager. He has a deep knowledge of the produce industry, with nearly two decades of experience at *The Packer* as sales director and associate publisher.

The Produce Sales Training Program will take place in Seaside, CA on June 29-30 and in Dallas, TX on September 21-22, 2016. The training is \$1,500 for United Fresh members (\$1,850 for non-members). For more information and to register, visit [www.unitedfresh.org](http://www.unitedfresh.org) or contact Victoria Backer, United Fresh Executive Vice President, at [vbacker@unitedfresh.org](mailto:vbacker@unitedfresh.org) or 202-303-3408.

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## **About United Fresh Produce Association**

Founded in 1904, the United Fresh Produce Association brings together companies across every segment of the fresh produce supply chain, including growers, shippers, fresh cut processors, wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. We empower industry leaders to shape sound government policy. We deliver the resources and expertise

companies need to succeed in managing complex business and technical issues. We provide the training and development individuals need to advance their careers in produce. Through these endeavors, we unite our industry with a common purpose – to build long-term value for our members and grow produce consumption.