



MEDIA RELEASE

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Porters improves training and knowledge

Over 120 Porters staff recently attended a series of dynamic training sessions lead by international hardware industry expert, Mr Art Freedman.

Joint Managing Director, Mr Gavan Porter said that Mr Feedman was engaged by the firm to present training workshops because he has over 35 years experience in the hardware industry across a variety of levels.

"Art is the head of a northern Californian retail hardware group which includes over 50 leading hardware stores," Mr Porter said.

"Due to his extensive retail success, Art has provided staff training and consulting workshops to over 500 retailer groups all over the world.

"Art also works as a mentor for Ace Hardware Corporation in America, which consists of over 4,400 store locations.

"This level of experience is invaluable and we were very fortunate to be able to learn from Art's outstanding knowledge and experience in the hardware industry.

Joint Managing Director, Mr Paul Porter said that the workshops are part of Porters ongoing staff training and development program.

"The training provided by Mr Freedman included topics relevant to all levels of staff from our junior sales assistant to senior management, including exceptional customer service skills, merchandising, margin management, planning, leadership and life skills.

"The training gave us practical advice to offer an improved level of service to our valuable customers, as well as maintaining a strong profile in these tougher economic times," Mr Porter said.

Porters is a 125 year old family owned company, employing over 280 staff across six divisions in Mackay and Whitsunday.

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