



USS' Annual KickOff & Sales Training Serves as Running Start for 2017

RANCHO CUCAMONGA, Calif. (February 15, 2017) – Each year, USS, a global leader in product protection and security systems, holds its annual KickOff event which combines a company-wide meeting with specialized sales training and planning sessions over the course of a week.

This year, the entire sales team travelled from across the globe for two and half days of in-depth product training and sales coordination, hosted by CEO and founder Adel Sayegh, and COO, Claude Verville. These regular and cohesive meetings provide an opportunity for the Sales team to not only interact with their support system at USS headquarters, but to also get a sneak peek at things like upcoming innovation from the R&D team and sales support efforts being implemented by the Marketing department.

With more than 235 years of combined loss prevention (LP) experience, these all-hands training sessions equip the Sales team the opportunity to educate each other on new and recurring LP and organized retail crime (ORC) trends, as well as tips and tricks for successful implementation of USS' innovative products and services.

Vice President of Sales, East, Brent Onan offered his insights regarding the value of the training sessions and how they directly support USS' mission within the industry.

"Our commitment is to our people and our customers!", he said. "We're excited to train and develop our teams to better support our customers!"

Western division Sales VP, Pete Bacol, echoed similar sentiments.

"The better we know our product the better we can serve our clients. In a company that thrives on innovation and is constantly releasing and improving its products, the value of product training equates directly to a better customer experience."

In addition to serving as the commencement of the organization's new fiscal year, the annual Kickoff event presents the opportunity to recognize individuals who excelled during the year prior; with this year's event seeing eight recipients awarded for their efforts and contributions.

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About USS

USS is a U.S.-based, privately-held global leader in product protection and security solutions. USS is a leading integrator of video surveillance systems, access control, EAS tags and RFID and EAS systems. USS is dedicated to innovation and has more than 100 patents issued and pending. For more information, visit www.ussinnovate.com.

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