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## Press Release

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**For Release:** Immediate

## Thermo-Tec Automotive Products posts three lessons on the PWA University website

**Greenwich, Ohio** – Jim Henderson, the Director of Sales and Marketing for Thermo-Tec Automotive Products, Inc., has announced the posting of three training lessons on the Performance Warehouse Association's PWA University website.

Henderson says, "The participation in the PWA University program gives our distributor and jobber customers the opportunity to receive Thermo-Tec factory sales training and to do it at their own pace. We feel this will provide the sales people on the front lines with knowledge they need to put the correct Thermo-Tec product in their customer's hands.

"We see the PWA University program as a wonderful opportunity to increase product sales, since the sales personnel will have the knowledge and confidence to sell the right product. At the same time, we feel it will reduce the potentials for returns due to sale of the incorrect item."

The lessons focus upon the three key product classifications of the Thermo-Tec line: Thermo-Tec Header Wrap and the related products, Thermal control products and Acoustic control products. Each lesson focuses on product features, benefits, applications and the related "add-on" sales.

Henderson has observed the PWA University lessons have already produced several spin-off marketing and sales applications for the materials. "We see many other opportunities to use these materials as we move forward. I feel it has shown us several other opportunities made us stronger in several other areas."

Thermo-Tec has been a pioneer in the development of thermal control products for motorsports applications as well as for the street enthusiast markets since 1987.

Thermo-Tec contracted the production of the lessons with Steve Cole, owner of WRITEWords in Medina, Ohio.

