

Yates Industries' Newest Additions to the Family.

ST CLAIR SHORES, MI | As Yates Industries continues to grow and expand, they are proud to announce the addition of two new members to their inside sales team.

Stacie R. Weissert joins the Yates family as an Inside Sales Manager where she coordinates daily inside sales team activities and manages the team to ensure they continue to gain important product knowledge and hone the necessary skills for success in achieving sales goals. She also assists outside sales teams to achieve new business. She has seven years of experience in management, sales and customer service and made the shift to the field of hydraulics in her desire to keep expanding her skills and depth of knowledge in different industries. Stacie was a top salesperson in her previous profession and has a Bachelor's Degree from Wayne State University. She benefits Yates through her experience and her drive to succeed by streamlining processes and implementing programs with the goal of maintaining rapport with existing clients, while creating relationships for new business opportunities at the same time.

Martha Carr also comes on board with Yates as a Customer Service Representative. She is responsible for every aspect of the customer service experience from the moment the customer calls, emails or faxes into Yates Industries. She has been in customer service for 18 years, and was in the manufacturing world for ten of those years. She was drawn to Yates Industries in the interest of re-entering that world and was impressed by the exemplary reputation that Yates Industries holds in the industry as being a leader in the manufacture and repair of hydraulic cylinders. She has a bachelor's degree in a technical field. Martha has strong relationship building skills, technical ability and a keen eye for detail. Her philosophy is, "If you take care of the customer, do what you say you are going to do and understand and anticipate the customer's needs, it will be rewarded with a solid business relationship and therefore benefit the customer." Martha's exposure to the manufacturing process and her extensive experience in sales and customer service have given her a wealth of knowledge. She brings a fresh and unique viewpoint that will benefit Yates Industries for years to come.

YATES CYLINDERS, INC.

23050 Industrial Dr. E.
St. Clair Shores, MI 48080
Phone: 586.778.7680
Fax: 586.778.6565
sales@yatesind.com

YATES CYLINDERS ALABAMA

55 Refreshment Place
Decatur, AL 35601
Phone: 256.351.8081
Fax: 256.351.8571
decatur@yatesind.com

YATES CYLINDERS GEORGIA

7750 The Bluffs
Austell, GA 30168
Phone: 678.355.2240
Fax: 678.355.2241
salesga@yatesind.com



ABOUT YATES CYLINDERS

Yates Industries is a third generation, family-owned Cylinder Manufacturing company improving and providing high performance hydraulic cylinder products and services to the steel, aerospace, defense, shipping, automotive and manufacturing industries. With 43 years of experience, Yates' team of dedicated professionals, have become the benchmark of the industry. For more information about Yates Industries call 586.778.7680 or visit them online at <http://www.yatesind.com>.



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P R W O R K S

Press Contact: Tim Macdonald
855.769.9453
tim.macdonald@leduccreative.com