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GPO, USA HIRES TOTAL SALES & MARKETING FOR 13 WESTERN STATES

Midlothian, Virginia, January 13, 2017—GPO, USA, the industry’s newest premium optics company, has hired Total Sales & Marketing to represent GPO, USA in 13 western states. Total Sales & Marketing will be responsible for all channels of trade and products within the GPO portfolio.

“The TSM sales team brings over 100 years of combined premium optics sales agency experience to our products. They know the dealers, they understand the consumers, and they are simply excellent businessmen,” said Michael Jensen, owner and CEO of GPO, USA.
“This is a highly competitive market, and GPO needs highly competitive and competent sales agencies who understand how to service dealers and represent a quality brand.”

Total Sales & Marketing will service all channels of trade in Western USA to include retail, wholesale, ecommerce retailers, chain stores, and mass merchants in California, Arizona, New Mexico, Nevada, Colorado, Utah, Wyoming, Montana, Oregon, Idaho, Washington, Alaska, and Hawaii. Retailers within this region seeking information about premium GPO products can contact GPO, USA directly or Total Sales and Marketing, LLC at 425-213-2779 or mbarrytism@gmail.com.

“GPO represents everything that is right about this industry,” said Mark Barry, owner and CEO of Total Sales and Marketing. “They are serious outdoor enthusiasts, they understand dealer and consumer needs, and they care and give back to the industry. It’s an honor to represent quality.”

All GPO products purchased in the United States include the GPO, USA Spectacular Lifetime Warranty™. Full details of this warranty can be found at www.gpo-usa.com.

WE FIGHT. WE SUPPORT. WE CARE. GPO, USA is proud to contribute a portion of all sales proceeds to the Rocky Mountain Elk Foundation, National Rifle Association, Safari Club International, Wounded Warriors Project, and the American Birding Association. For additional information on these efforts, visit www.gpo-usa.com or email gpocares@gpo-usa.com.

About GPO, USA:

GPO, USA is an American-based company that creates and sells premium outdoor sporting optics to avid outdoor enthusiasts who seek high-quality premium optics for their sport. Based in Midlothian, Virginia, GPO, USA is owned and operated by Michael Jensen, an outdoor industry veteran who has successfully assisted in leading premium brands such as Zeiss, Swarovski, Remington, and Marlin to benchmark success levels. GPO, USA works in tandem with GPO, GbmH, a German-based company owned and operated by Richard Schmidt, formerly CEO of Carl Zeiss Sports Optics, GmbH. GPO, GmbH is the global owner of the GPO brand. Together, GPO, USA and GPO, GmbH design, engineer, and have produced optics that meet the highest specifications in the products price/class segments. GPO, USA is committed to enhancing the experience of outdoor enthusiasts by bringing premium products with better features at similar prices or similar quality premium products at better prices. GPO, USA not only creates premium sporting optics but it also offers one of the best warranty service policies in the industry, and it publicly supports select organizations that protect conservation, our country, and our constitutional rights. For more information about GPO, USA visit www.gpo-usa.com or email info@gpo-usa.com.