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**FOR IMMEDIATE RELEASE**

## **American Welding Society Launches New Online Sales Training Course**

**Miami, FL, August 17, 2021:** As the world of welding, manufacturing, and fabrication continues to evolve and become more competitive, the success of any organization often hinges on the strength of its salesforce. As part of a continuing effort to create resources and training opportunities for our industry, the American Welding Society (AWS) is proud to announce the release of “Solution Selling for Welding,” an online course designed to help develop highly knowledgeable and effective sales personnel. Created in tandem with welding industry experts with decades of sales and engineering experience, this course focuses on two key aspects: foundational welding concepts and the “solution selling” methodology. Collectively, this provides welding salespeople with a strong, well-rounded foundation of technical knowledge and helps them incorporate a sales approach centered around solving problems and adding value.

"Welding salespeople are a critical part of the welding community," said Gary W. Konarska II, Executive Director & CEO. "They are the frontline connection between the latest technology and innovation, and how it is specifically applied to the unique needs of each end-user customer."

This self-paced, online course is ideal for corporate members, businesses, and individuals looking to stay competitive in the welding industry and bolster their sales efforts.

"The Solution Selling for Welding course will enable salespeople to better support the implementation of productivity improvements on the factory floor," said Mr. Konarska. "These productivity improvements can lead to increased profitability, increased throughput, and a further strengthening of the welding industry."

For more information about the new Solution Selling for Welding course, please visit [aws.org/solutionselling](https://aws.org/solutionselling)

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**About AWS:** The American Welding Society is the worldwide authority in the development of standards, certifications and educational programming for the welding, allied joining and cutting community. We are a not-for-profit organization committed to connecting the welding industry to our extensive collection of resources, informing our members of technological advancements and developing the next generation of welding professionals with the help of the AWS Foundation. AWS serves nearly 70,000 members worldwide and is composed of 22 Districts with 250 Sections and Student Chapters. For more information, visit the American Welding Society's website at [aws.org](https://aws.org).

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