

Forté bolsters regional management team

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Leading trade only treatments company Forté has added to its senior management team with the appointment of Grant Osbourn as Regional Sales Manager (RSM).

Grant, who has been in the motor trade for 18 years, has joined Forté from aftermarket supplier Kent Automotive and will be responsible for the sales team in the East Anglia Region.

He was previously national sales manager at Kent Automotive and before that spent 11 years at Würth where he was regional manager. His experience will be important in his new position at Forté and he said he was looking forward to the challenges ahead.

I m absolutely delighted and think the experience I have will be invaluable to me in developing the East Anglian region as I already have a complete understanding of the industry, said Grant

He added: I was in a national role before but am now looking forward to promoting the Forté brand in East Anglia. I m also looking forward to increasing the membership of the Good Garage Scheme in the region which is backed by Forté.

Today, Forté operates throughout the UK with a regional network of around 100 sales agents in 11 regions and works with around 9,000 garages, workshops and franchised dealers. It is also riding the current economic situation well and is confident that it will come through the recession well placed to build on its 30 years of success.

Rachel Greasby, Marketing Director at Forté, said: Grant is another welcome addition to the Forté team and will be an enormous asset to the business in the East Anglia region.

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Editor s note:–

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