



## IPS Sales Rep Training in Mexico

In early February, IPS Owner and CEO Ron Sersland provided training to the sales staff in central Mexico. Working with Javier Galarraga and his sales staff, Sersland reviewed the current IPS line-up. Then, the sales staff spent time at a nearby dairy farm and IPS customer reviewing practical dairy genetics.

"We have a great IPS team in Mexico," says Sersland. "It was helpful to provide in-person training and learning as well as opportunities to share various views and understandings."

IPS works with distributors around the world in providing breed-leading dairy genetics. At IPS, we work with customers to fit the genetic needs of our customers.

Thanks Javier and his entire sales staff for helping organize this excellent learning opportunity. For more information about IPS, please contact us at [contact@ipssires.com](mailto:contact@ipssires.com) or 608-524-8086.

