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BEST OF THE BEST SALES REPRESENTATIVE

Simpson credits the legendary customer service as part of the reason Georgia was brought under the Rocky Brands umbrella, along with Durango Boot, in 2005.

“With the right company, it’s gotten even better for the reps,” he said. “Those who thought they could do without a sales force are either out of business or are trying to get a sales force back.”

“Rocky Brands will explode within the next couple of years,” Simpson predicts. He praises the leadership of company executives Tommy Morrison and Lee Lemon. “They’ll travel with you, any support they can give you.” His regional sales manager, Dave Maxwell, also joins him for a week on the road a couple of times a year.

Simpson is a hit with his clients as well. Once during a vacation, Morrison visited one of his stores, J&H Western in West Monroe, La. Owner Ja Nell Gentry Rose gave him the third degree.

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