

Denis Desjardins, the team man

Some will say that an entrepreneur's success is calculated in turnover. But for Denis Desjardins, co-owner of Sontrac Equipment, this indicator is only one piece of what defines success.

HA seasoned businessman since the late 1980s, Mr. Desjardins has been able to combine the experience and the basics of the trade and make his business career a success. Today, he is a co-owner of Sontrac Equipment, a Cumberland-based company that specializes in the sale and maintenance of tractors and commercial equipment. At the helm of the company since 2015, Mr. Desjardins is proud to say that he shares his daily professional life with his son, Shawn Desjardins, also a co-owner. "It's a family business. That way, you're assured of personalized service. It's not like the big chains. We keep close to our customers. »



Never without his team

Last September, Sontrac Equipment won the prestigious 2020 SME Award at the National Capital Business Group (RGA) gala. "I was very happy. That's a very nice distinction. It shows that we take care of our people. »

But according to him, he would never have received such recognition had it not been for his son and the twenty or so employees who work at Sontrac. "It's like a hockey team. You've got to manage the bench, you've got your defense, you've got the center. You have to have a team where everyone plays their part," he says.

A few years ago, Mr. Desjardins won a first prize in the RGA, this time in the Entrepreneur of the Year category. But today, he is all the more proud of this new distinction, because it

testifies to outstanding teamwork. "This time it's up to the team and my boy Shawn. I'm very proud of him," he says.

"Every employee plays a very important role. At the end of the day, we spend more time together at work than we spend at home. It's like a wedding! »

A loyal customer base

Although 2020 has brought its share of challenges, not most because of the COVID-19 pandemic, Sontrac has been successful. "It was really weird. No one knew which foot to dance on when it happened. But people at home have spent a lot of money on landscaping, swimming pools and everything. That means the general contractors needed equipment and we were very busy. It's been a good year. »

In addition to the team around him, Mr. Desjardins knows that he owes a lot to his loyal clientele. "Because of them, we were able to keep the light," says the entrepreneur. The success we've had is thanks to the employees, it's thanks to the customers, it's thanks to the team. »

With experienced employees, a clientele always at the rendezvous and a son to help him lead the boat to port, Denis Desjardins believes he is surrounded by the crème de la crème. "You couldn't ask for more," he concludes.