

## Monday, March 5

### 001 Marketing Strategies

**[8:00 am – 11:30 am] Instructor: J. Michael Marks**

Content includes market sizing, assessing competitive structures, the basics of STP: Segmenting, Targeting, and Positioning, and the creation of a true marketing function within the firm. The product marketing manager concept will be explored from both economic and best practices perspectives. The program will include a deep dive on sales organization structures including traditional outside and inside sales, telemarketers, technical sales specialists, quotation departments, and other emerging specialty functions. Distributor executives who plan on attending the pricing session in the afternoon will find this content particularly useful.

### 002 Pricing Strategies

**[1:00 pm – 4:30 pm] Instructor: J. Michael Marks**

Any meaningful pricing strategy must be based on customer segmentation and this session provides an overview, and an analytical model that helps both manufacturers and distributors choose appropriate strategies. The model will be used to examine various pricing strategies that range from price leadership to value based pricing. The session will dive into pricing policy as the tool of pricing strategy execution. This will include feedback mechanisms to ensure that pricing activity is congruent with pricing policy. Participants will have an opportunity to examine elasticity, inventory velocity, bundling, and transaction size as mechanisms to determine price. The session will wrap with a review of legal issues and market sensing.

### 003 Improving the Distributor's Bottom Line

**[8:00 am – 4:30 pm] Instructor: Albert D. Bates, Ph.D.**

Designed for non-financial managers in every functional area of responsibility of a distributorship, or manufacturing firm, who need an understanding of distributors' profitability. You will learn how to analyze the distributor's business base; perform financial statement analysis; compare distributor profitability; understand fundamentals of asset management; and use of the Strategic Profit Model. All Participants must bring a calculator to class!!

### 004 You Can Always Sell More – How to Improve Any Sales Force

**[8:00 am – 4:30 pm] Instructor: Jim Pancero**

Specifically developed for the experienced sales manager, this information-intensive program will focus on the unique problems and opportunities inherent in managing and leading a group of selling professionals. You will learn proven ideas and the sales management "best practices" to equip you with the skills necessary to increase the sales volume and profitability of your sales team. This program will help you better understand how to manage and motivate your people as well as how to manage and lead your selling process.

### 005 Creating a Competitive Distinction

**[8:00 am – 4:30 pm] Instructor: Tim Underhill**

Do your end-user customers consider you a commodity provider, or a solution provider that helps them achieve their business goals? Solution providers enjoy a distinction that creates a competitive advantage, and allows both manufacturers and distributors to charge a premium for their products and services. Unfortunately customers often do not see the solution provider as anything more than a commodity provider because the salesperson does not present their value in a way that creates a competitive distinction. Creating a competitive distinction through the solutions you provide can help you to build relationships with key accounts and improve your overall profitability.

### 006 Leadership and Delegation for Distribution Managers

**[8:00 am – 4:30 pm] Instructor: Peter A. Land**

Effective leaders know how to delegate and how to create a leadership environment that reflects in bottom-line gains. You will learn how to employ essential skills and techniques to motivate employees, recognize your individual leadership style, practice the skills you currently possess and help others in developing leadership skills.

### 007 Differentiating Your Distribution Company – A Winning Strategy

**[8:00 am – 4:30 pm] Instructor: William R. McCleave, Jr., Ph.D.**

Manufacturers, distributors, alliances, and marketing groups are wrestling with defining their unique value to customer segments in this struggling economy. How do you differentiate in a marketplace that offers more sourcing alternatives, delivery options, products and service options than ever before? You will learn how to develop an effective offensive strategy clearly separating vital business signals from background noise and then implement a successful action plan. You will receive a proven framework that distributors can use to think strategically about differentiating your firm in your specific and unique market environments.

## Tuesday, March 6

### 008 Achieving Effective Inventory Control

**[8:00 am – 4:30 pm] Instructor: Jon Schreiberfeder**

This one day workshop will go beyond explaining the theory and concepts needed for effective inventory management and will explore "how to" apply inventory practices to achieve results. Included will be an examination of a series of multi-faceted inventory challenges that have been faced by clients before related to: establishing a distribution center, evaluating the cost of implementing new warehouse technology, coping with forced inventory reduction, establishing a successful vendor management inventory program, and differences in domestic and import purchasing.

### 009 From Dull to Dynamic: Transforming Your Presentations

**[8:00 am – 11:30 am] Instructor: Steve Boyd**

Transform your presentations to keep your audience interested and motivated. Whether you need tips on handling stage fright, beginning and ending a presentation with punch, using visual aids effectively, delivering your speech with more energy, or handling a question and answer period, this program will give you what you need to improve your speaking skills. You will learn how to improve success through increasing your speaking and listening skills; and how to become a clear, energetic speaker to get and hold the attention of the customers, as well as persuade them to take action on your ideas.

### 010 The Power of the Spoken Word

**[1:00 pm – 4:30 pm] Instructor: Steve Boyd**

We spend a majority of our time on the job communicating with others, yet rarely give our "spoken words" the attention they deserve. This program will help build your ability to communicate better in a wide variety of situations. Learn to be person-minded in sharing information, and to communicate messages clearly and concisely. This program also teaches techniques for giving effective feedback, speaking in positive ways and handling difficult communication situations. You will even learn tips for remembering names – all great skills whether you're in sales, operations or management!

### 011 Creating a Winning Marketing Plan

**[8:00 am – 4:30 pm] Instructor: Daniel McQuiston, Ph.D.**

All successful businesses have a structured plan for marketing their products. Those firms who attempt to exist without such a plan are doomed to minimal success or even failure. In this presentation Dr. McQuiston outlines his 10-Step Marketing plan which all firms, large and small, can implement to increase their chances for success.

### 012 Profit Myths in Wholesale Distribution

**[8:00 am – 11:30 am] Instructor: Albert D. Bates, Ph.D.**

Far too much of what managers "know" about profitability is actually wrong. This session will examine some of the major myths about profitability and how they can harm industrial distributors. Some of the topics that will be covered include: How firms try to grow their sales too fast, leading to major cash flow problems. Why most sales commission plans don't work the way they are supposed to. Why counting on productivity improvements to drive higher profits will probably be a very long wait. How GMROI and Turn and Earn lead to incredibly bad decisions about inventory. Why inventory carrying costs are always over-stated and the cost of

being out of stock are always understated. In addition to the lecture and discussion component of the session, participants will be provided with an Excel template to help them understand how incorrect thinking impacts profits in their own firm.

## 013 Managing the Account Portfolio

**[1:00 pm – 4:30 pm] Instructor: John F. Monoky, Ph.D.**

Strategic accounts are an organization's most critical asset and require strong organizational leadership and management to ensure key value is obtained from these invaluable relationships. The practice of strategic account management is now of practical and tactical interest to distributors, seeking to survive in current economic conditions, achieve competitive advantage, and create future growth. Preserving these customer relationships is of strategic importance to the firm's future financial well-being and this program provides the processes and tools to equip you to engage with your larger customers and your own support organization on a more strategic level to build a more mutually profitable and sustainable relationship.

## 014 Managing Distributor Sales Activities for the Manufacturer Territory Sales Executive

**[8:00 am – 11:30 am] Instructor: J. Michael Marks**

This course has been designed for the manufacturer sales territory manager and executive sales management. This territory manager is called by many titles but they are responsible for a geographical area and they manage distribution and end users within this area. They are fundamentally responsible to gain market dominance on their products within their assigned geography. This half day session is designed for experienced sales representatives who want to learn how to be effective channel managers within their territories. The session pulls together content from many sources to address gaining distributor mindshare, managing line and channel conflicts, displacing competitors, determining which distributor to support in a specific situation, and how to do joint planning with distributors. At the end of the session the sales rep will understand why distributors do some things that seem strange.

## 015 Preparing for 2020: The Manager's Guide to Dealing with the New Workplace **NEW**

**[1:00 pm - 4:30 pm] Instructor: Kathryn A. Newton**

Managing good talent has never been easy, but the rapid pace of change is going to make this even more challenging. Is your organization ready for it? Consider a few changes that employers of the future will have to deal with: 1) Five highly diverse generations working in organizations side-by-side with vastly different values, beliefs, and technology skill sets; 2) Growing international business with needs for cross cultural communication and business etiquette; 3) A new e-economy bringing with it a vastly different way of doing business; 4) New focus on business innovation; and 5) Growing pressure to use "sustainable" business practices. Many of these trends can already be seen, and others are newly emerging.... but all will have a dramatic impact on the manager of the future. Learn what these new trends will mean for your company, and what you can do now to prepare for them.

## 016 Proving Total Cost Savings

**[8:00 am – 4:30 pm] Instructor: Tim Underhill**

What is the one thing that every customer is focused on right now? Reducing their operating costs. Manufacturers and distributors both add value through the products and services they provide the end-user customer, but being able to show the dollar savings these value added solutions provide is often difficult. This workshop focuses on developing the skill set for you to demonstrate the total cost savings you provide your end-user customers. What can developing this skill set do for you? Combat margin erosion, retain key accounts and penetrate new accounts. Exercises will include cases for measuring total cost around emergency deliveries, Vendor Managed Inventory (VMI), technical support, product substitutions and more. But more importantly, we will also work through exercises for identifying the value you add, the costs your solutions impact, how to measure the savings your solutions provide and how/where to get the data for proving your value.

## Wednesday, March 7

### 017 Branch & Operations Management

**[8:00 am – 4:30 pm] Instructor: Michael E. Workman, Ph.D.**

The key to prospering is to operate your business with the power and clarity that means creating new and efficient systems for branch and operations. Presented are the basic functions of an industrial distributor and how to manage each area of branch operations for the single or multilevel branch organizations. Topics include operations, costs, integrated supply, technology, sales functions, changing roles of managers and employees, and people management—recruitment, retraining, and team building.

### 018 Sales Planning for Industrial Distributors

**[8:00 am – 4:30 pm] Instructor: John F. Monoky, Ph.D.**

A pragmatic approach for managers in setting your firm's market and product priorities for the sales team. Approaches to creative marketing programs will help participants to understand buying centers, pricing policies and perceptions to sell the "bundle of benefits" required by customers. You will learn how to structure and manage a high performing sales team that is capable of effectively and efficiently implementing your organization's market plan.

### 019 How to Get Paid for Service Value **NEW**

**[8:00 am – 4:30 pm] Instructor: D. Bruce Merrifield, Jr.**

If you are tired of shooting or meeting prices on commodity products that even if successful will keep/win profitless or unprofitable business, then send a "Service Improvement Champion(s)" to this all-day session. The biggest productivity breakthroughs start with changes in our unspoken assumptions for how to succeed. It is time to trade out product-promotional selling to achieve financial-management goals for customer-niche, service-value economics.

### 020 Planning and Managing the Distributorship for Greater Profits

**[8:00 am – 4:30 pm] Instructor: Don A. Rice, Ph.D.**

Designed for branch, operations, sales and marketing managers who take an active role in determining the future success of their business units. Coverage will include how to make a 30% annual return on investment through profit planning, maximizing asset turns, controlling allowable expenses and developing a profit plan to bank 30 cents on every margin dollar as pre-tax profits. Manufacturers who attend will also learn how to interact more effectively with their distributors. A Calculator is needed for this Course!!!

### 021 Hiring the Right Salespeople

**[8:00 am – 11:30 am] Instructor: Joe Ellers**

This seminar will provide you with processes providing sales managers with skills and tools for hiring salespeople. The course covers the kinds of salespeople you need — which differs based upon the type of job you have; the ways to find qualified candidates; the "right" ways to interview and hire; and the best ways to integrate your new hires into your organization — so you don't have to fire them in a few months.

### 022 Improving Profitability Through Joint Sales Calls

**[1:00 pm – 4:30 pm] Instructor: Joe Ellers**

You will learn to improve the joint sales call process. This session will provide sales managers for manufacturers, distributors, and representatives with specific tools to improve the most key aspect of sales — the call. You will learn how to use the diagnostic tools that are proven feedback mechanisms to immediately help the salespeople, as well as provide the manager with information and processes needed to drive their training and development efforts.

### 023 Value Added Selling

**[8:00 am – 4:30 pm] Instructor: Tom Reilly**

Highly effective training model encouraging salespeople to embrace the value added, customer-oriented sales philosophy with the message that you can compete successfully at the highest levels in an industry without being the cheapest. This session will include how to become a value-added salesperson, developing an in-depth understanding of your firm's value added, identifying and fully penetrating value added target accounts, building stronger relationships with customers, and resolving price objections.

Thursday, March 8

### 024 Personnel Productivity Improvement

[8:00 am – 4:30 pm] Instructor: Kathryn A. Newton, Ph.D.

Distribution is a people intensive business and one of the most important challenges for managers in today's tough business environment is enhancing employee productivity. You will learn how to take a "systems" viewpoint of the organization; learning tools to identify productivity gaps in your firm and working towards a balance for employee activities such as hiring and training, compensation, performance evaluation and career development. Learn how these elements should work together effectively toward building a productive and loyal workforce. Topics will include how to improve hiring, firing, and motivating employees, supervisory skills, as well as practical tips for dealing with legal pitfalls in human resource management, and dealing with "difficult employees."

### 025 Customers: How to Keep The Best for Life

[8:00 am – 11:30 am] Instructor: Don A. Rice, Ph.D.

The long term viability of the distributorship is determined in part by how well they identify, attract and retain the "very best customers – and keep them for life." Significant new operational methods will be presented which distributors can use in this effort and will include establishing and measuring service levels, identifying specific customer needs, how to overcome problems, serving both internal and external customers, and turning the one-time buyer into a customer for life.

### 026 Increasing Your Sales Force's 'EQ'

[1:00 pm - 4:30 pm] Instructor: Daniel McQuiston, Ph.D.

An increasing amount of research has shown that how smart a person is – their IQ – is only responsible for about 10% of their success in business. Instead, the vast majority of business success can be traced to an individual's emotional intelligence – EQ – the extent to which he understands himself, understands others, and uses that understanding in business dealings. No where in business is the importance of EQ more prevalent than in sales. The better a salesperson can understand their customer, the better their chances for success. In this session, Dr. McQuiston talks about EQ, how to better understand yourself, and most importantly how to better understand and approach your customers.

### 027 Negotiation Skills for Distributors

[8:00 am – 4:30 pm] Instructor: Michael Schatzki

This seminar/workshop teaches you how to improve your bottom line profitability. The focus is on sales, purchasing and other negotiations that will have a measurable impact on your profits. The Negotiation Dynamics System provides a powerful set of tools that will give you a real negotiating edge at the same time maintaining positive, long-term relationships. You will learn how to effectively manage the negotiation process, read what the other party is doing, adjust negotiating tactics to each situation, achieve the outcome you need and still create a win-win for everyone.

### 028 New Process of Distribution Sales Management

[8:00 am – 4:30 pm] Instructor: Joseph C. Ellers

How to work with salespeople to focus on successful activities to increase profits through formalized planning processes, sales tools, territory management, and compensation plans that dovetail to direct daily sales activities. You will learn how to translate company goals into sales strategies creating territory management plans for the "opportunity backlog."

### 029 Fundamental Business Skills and Leadership Training For Today's Distribution Branch Manager

[8:00 am – 4:30 pm] Instructor: Jim Ambrose

This is an intense One Day Think and Do Workshop for the Branch Manager. The Workshop will provide tools to improve market knowledge, be more effective at directing the sales organization and to create a branch team that looks for ways to provide value to the customer.

### 030 Creating Shareholder Value in Wholesale Distribution

[8:00 am – 4:30 pm] Instructor: Steve Deist

This course is based on ground breaking industry research conducted by the author and his firm. It concludes that successful distributors have moved beyond a sales driven paradigm to become market driven and strategically led. The adoption of a market driven value creation strategy can yield significant and rapid financial benefits. These returns derive from both competitive advantage (i.e. the ability to extract a premium from the market) and, perhaps less obviously, improved execution and productivity. This session will arm participants for the current economic environment by showing them how to develop and execute successful strategies. It emphasizes practical tools that participants can put to use immediately.



## SCHEDULE AT-A-GLANCE

### MONDAY, MARCH 5

- 001. Marketing Strategies [Marks] Morning
- 002. Pricing Strategies [Marks] Afternoon
- 003. Improving the Distributor's Bottom Line [Bates]
- 004. You Can Always Sell More – How to Improve Any Sales Force [Pancero]
- 005. Creating a Competitive Distinction [Underhill]
- 006. Leadership & Delegation for Distribution Managers [Land]
- 007. Differentiating Your Distribution Company – A Winning Strategy [McCleave]

### TUESDAY, MARCH 6

- 008. Achieving Effective Inventory Control [Schreibfeder]
- 009. From Dull to Dynamic: Transforming Your Presentations [Boyd] Morning
- 010. The Power of the Spoken Word [Boyd] Afternoon
- 011. Creating a Winning Marketing Plan [McQuiston]
- 012. Profit Myths in Wholesale Distribution [Bates] Morning
- 013. Managing the Account Portfolio [Monoky] Afternoon
- 014. Managing Distributor Sales Activities for the Manufacturer Territory Sales Executive [Marks] Morning
- 015. Preparing for 2020: The Manager's Guide to Dealing with the New Workplace [Newton] Afternoon **NEW**
- 016. Proving Total Cost Savings [Underhill]

### WEDNESDAY, MARCH 7

- 017. Branch & Operations Management [Workman]
- 018. Sales Planning for Industrial Distributors [Monoky]
- 019. How to Get Paid for Service Value [Merrifield] **NEW**
- 020. Planning and Managing the Distributorship for Greater Profits [Rice]
- 021. Hiring the Right Salespeople [Ellers] Morning
- 022. Improving Profitability Through Joint Sales Calls [Ellers] Afternoon
- 023. Value - Added Selling [Reilly]

### THURSDAY, MARCH 8

- 024. Personnel Productivity Improvement [Newton]
- 025. Customers: How to Keep The Best for Life [Rice] Morning
- 026. Increasing Your Sales Force's 'EQ' [McQuiston] Afternoon
- 027. Negotiation Skills for Distributors [Schatzki]
- 028. New Process of Distribution Sales Management [Ellers]
- 029. Fundamental Business Skills and Leadership Training for Today's Distribution Branch Manager [Ambrose]
- 030. Creating Shareholder Value in Wholesale Distribution [Deist]