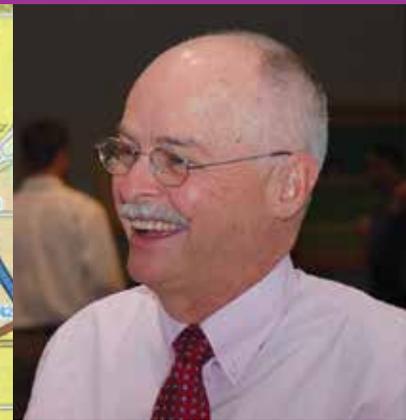
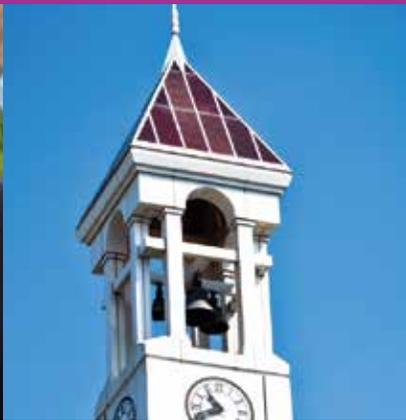


MARCH 9-12, 2014  
JW MARRIOTT  
INDIANAPOLIS, IN

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# UNIVERSITY OF INDUSTRIAL DISTRIBUTION

Serving Industrial Distribution for 21 Years



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MARCH 9-12, 2014 JW MARRIOTT INDIANAPOLIS HOTEL INDIANAPOLIS, INDIANA

# UID 2014



**T**he University of Industrial Distribution is a concentrated educational program focused on the unique needs of the industrial wholesale distribution industry. 2014 marks the 21st year that UID has been serving the distribution industry. Known worldwide for excellence in education, UID is sponsored by the leading industrial distribution professional associations, in cooperation with the Industrial Distribution Program of Purdue University. Working together, these groups take great pride in providing a superior learning experience.

## Purdue Certificate in Industrial Distribution

At the conclusion of the program, all attendees will receive, via mail, an official Letter of Completion issued by the Purdue University awarding 30 hours (3 CEUs – Continuing Education Units) for satisfactory completion of this four-day UID program. These CEUs may be applied toward your Professional Certificate in Industrial Distribution. As an industrial distribution professional, the Purdue University Certificate recognizes your achievements and commitment to continuing education. The certificate is awarded upon completion of 90 hours (9 CEUs) of approved course work. A minimum of 30 hours must be earned through UID course participation. Additional credits may be derived from courses taken independently or through your trade association. Contact Dr. Kathy Newton, Department Chair, Industrial Distribution Program, at [kanewton@purdue.edu](mailto:kanewton@purdue.edu) for more information.

## Which Courses Are Right For Me?

Each course description includes instructor's notes, indicating who the course is primarily designed for, and who would gain the most from attending that course (job titles, level of experience, etc.). We suggest you use this as a guide when selecting each

of your courses. CEO's, Branch Managers, Sales & Marketing Managers, Purchasing Managers, Sales Personnel, Human Resources Directors, Operations Managers, Manufacturers Personnel working with Distributors, Inventory Managers and Training Managers will all benefit from attending UID.

**Visit [www.univid.org](http://www.univid.org) to find more details on the courses and faculty.**

## JW Marriott Indianapolis Hotel

10 S West Street, Indianapolis, IN 46204  
(Phone: 317-860-5800)

The JW Marriott Indianapolis Hotel is ideally located near Lucas Oil Field Monument Circle and downtown Indianapolis. It is located 14 miles from the new Indianapolis International Airport.

**To receive the special hotel rate of \$165 single/double (plus appropriate taxes),** please identify yourself with the University of Industrial Distribution (UID) when making your reservation. Sleeping rooms in Indianapolis during March are limited, so please be sure to make your reservations as soon as possible. Each UID registrant is responsible for making their own hotel reservations directly with the hotel to receive these special rates. Reservations made after February 17, 2014 will be at the hotel's discretion regarding availability and rate.

Discounted self-parking at the hotel is available for UID attendees at the rate of \$20 per day. Check-in time is 4 pm and check-out time is 12 noon. The hotel bell staff will be happy to store your luggage until your departure on the final day.

## Registration Desk

**The registration desk will be located on the third floor of the meeting space, in the JW Grand Ballroom Foyer.**

Saturday: 5 pm – 7:30 pm

Sunday-Tuesday: 7 am – 4:30 pm

## Meals

For your convenience, the registration fee includes a continental breakfast, a buffet-style lunch and morning & afternoon snacks from Sunday, March 9 through Wednesday, March 12.

Dinner is the responsibility of the registrant. In addition to room service, the JW Marriott Indianapolis offers two full service restaurants and a sports bar. The hotel is also walking distance to a variety of excellent dining and night life options in downtown Indianapolis.

## UID Happy Hour & Welcome

Plan to join the UID faculty and staff at a Welcome Happy Hour, to be held at the High Velocity Sports Bar in the JW Marriott, Sunday, March 9 from 5-6 pm. Arrive wearing your favorite team jersey and unwind with cocktails, appetizers and networking.

## Course Materials

Each registrant will receive materials for each course they have selected only. This will include worksheets, background readings, exercises, and suggested action plans. These are designed to make your University stay a hands-on experience with knowledge you can apply and share when you return to your company. UID provides a notebook to hold all of these materials. For your convenience, this notebook will be distributed at the UID registration desk upon check-in.

Handouts and workshop materials are not available for classes that have not been assigned.

## Special Notes

Registrants are not permitted to change course selection on site or better known as "class jumping". To prevent "class jumping" (attending classes you are not signed up for), each attendee's confirmed class numbers will appear on your name badge as well as on your confirmation.

Attire at UID is business casual. Average March temperature is 40 - 45°.

# SCHEDULE AT-A-GLANCE

## Sunday, March 9, 2014

- 001 Marketing Strategies (MORNING)
- 002 Pricing Strategies by Example (AFTERNOON)
- 003 Decide: Work Smarter, Reduce Your Stress, and Lead by Example (MORNING)
- 004 Know More! Selling (AFTERNOON)
- 005 SWAT Team Selling – Leading Your Team to a Competitive Advantage **NEW**
- 006 Creating a Competitive Distinction
- 007 Channel Management As a Tool to Create a Competitive Advantage (MORNING) **NEW**
- 008 Growing Into an International Market (AFTERNOON) **NEW**
- 009 Differentiating Your Distribution Company – A Winning Strategy

## Monday, March 10, 2014

- 010 Preparing for 2020: The Manager's Guide to Dealing with the New Workplace (MORNING) **NEW**
- 011 Strategic Planning for Distributors (AFTERNOON) **NEW**
- 012 The Power of the Spoken Word (MORNING)
- 013 Stop Marketing Like it's 1999! (AFTERNOON)
- 014 Improving the Bottom Line
- 015 Cloud & Mobile Computing – Two Trends You Can't Ignore (MORNING)
- 016 Managing the Account Portfolio (AFTERNOON)
- 017 Mergers & Acquisitions: How They Affect the Competitive Landscape (MORNING) **NEW**
- 018 Mergers & Acquisitions: Deal Structure and Value Creation (AFTERNOON) **NEW**
- 019 Proving Total Cost Savings

## Tuesday, March 11, 2014

- 020 Branch & Operations Effectiveness for Distributors
- 021 Sales Performance by Design
- 022 Getting Paid for Service Value?
- 023 Planning and Managing the Distributorship for Greater Profits
- 024 Hiring the Right Salespeople (MORNING)
- 025 Improving Profitability Thru Joint Sales Calls (AFTERNOON)
- 026 Value-Added Selling

## Wednesday, March 12, 2014

- 027 Personnel Productivity Improvement
- 028 Creating a Winning Marketing Plan (MORNING)
- 029 Increasing Your Sales Force's 'EQ' (AFTERNOON)
- 030 Negotiation Skills for Distributors
- 031 New Process of Distribution Sales Management
- 032 One Day Branch Manager's Workshop
- 033 Advanced Achieving Effective Inventory Control **NEW**



## COURSE DESCRIPTIONS

### Sunday, March 9, 2014

#### 001 – Marketing Strategies

8:00 am – 11:30 am

Instructor: Steve Deist

This course will cover the fundamentals of marketing, and how to develop and execute a market based strategy. Key topics include: market sizing and opportunity assessment; segmentation, targeting and positioning (STP); setting corporate priorities based on market gaps; and the role of a true product marketing function within a distribution firm. The course will include a deep dive into using multiple sales channels and structures, including traditional outside and inside sales, hybrid sales reps, tele-sales, specialists, “wholetailing” and web based sales and marketing functions. The content is based on the instructor's extensive real-world experience working with world-class distributors and manufacturers.

**Who Should Attend:** Marketing and product management staff (all levels), Sales and customer service managers and executives, senior executives and officers including CEOs, CFOs, CSOs and COOs. The course is aimed primarily at distributors, but manufacturers may find many of the concepts applicable and will learn a great deal about distributor sales and marketing best practices.

#### 002 – Pricing Strategies

1:00 pm – 4:30 pm

Instructor: Steve Deist

Improved pricing practices can be one of the most effective ways to increase bottom line results quickly, but pricing changes are often complex and risky. This course will outline the steps required to implement a world-class pricing program that will grow margins while managing short and long-term risk. Key areas of focus include analytics (internal pricing practices, transaction analysis, elasticity, sensitivity patterns, etc.), strategies and tactics (such as commodity leader, value based, market basket, functional discounting), management tools (metrics, feedback loops, incentives) and implementation best practices. A properly designed pricing strategy must be based on customer segments, so this session provides an analytical framework for effective segmentation. Pricing improvement is not an “event”; it is an ongoing effort that requires a sup-

port structure and executive ownership to ensure that changes become institutionalized. This course will show how to obtain permanent benefits and continuous improvement.

**Who Should Attend:** Product managers and product marketing managers and executives, Pricing analysts, managers and executives, Sales and customer service managers and executives, Finance and accounting managers and executives. This course is aimed primarily at distributors.

#### 003 – Decide: Work Smarter, Reduce Your Stress, and Lead by Example

8:00 am – 11:30 am

Instructor: Steve McClatchy

What shapes a leader's outcome, career and life? The criteria we all use for making decisions drive our performance and our effectiveness as leaders. Great decision-making habits yield a lifetime of achievements and success. Poor habits keep us stressed, frustrated, and forever out of balance.

**Who should attend:** Anyone ready to take performance to the next level and enjoy a more productive life!

#### 004 – Know More! Selling

1:00 pm – 4:30 pm

Instructor: Sam Richter

Business and sales is all about personal relationships. When you know more about your prospects and clients, you're better able to relate on a personal level, build more meaningful connections, identify triggering events, tailor offerings, and ensure relevancy. Most important, studies show that when you practice Sales Intelligence, you'll win two times more business!

**Who Should Attend:** Anyone at any level will gain useful information to better their business relationships and create more prospects.

#### **NEW** 005 – SWAT Team Selling – Leading Your Team to a Competitive Advantage

8:00 am – 4:30 pm

Instructor: Jim Pancero

This advanced one day program will focus on only one topic ... how to increase your team's competitive advantage and profitability by increasing their strategic selling skills, tactical account planning and active coaching.

How much control and direction do you have over your sales team? Is your sales team functioning as a

bunch of independent gun fighters each choosing their own targets? By attending this one day training program you will learn how to convert your “independent gunfighters” into a “Selling SWAT Team” with proven structures, processes and ongoing account coaching. There will be time for attendee questions throughout the class. An extensive program workbook with sample coaching agenda and tracking forms will be provided to all attendees.

**Who Should Attend:** This class has been developed and will focus on the experienced front line sales manager (and their company leadership) who wants to increase their team's performance, profitability and success. Those new to sales management will find immense value from this training but might feel overwhelmed with the speed and volume of the ideas that will be covered.

## 006 – Creating a Competitive Distinction

8:00 am – 4:30 pm

**Instructor: Tim Underhill**

In today's market, strategic customers want more than just the lowest price. They want a supplier (distributor or manufacturer) that can help them reduce their total operating cost, improve efficiency and achieve a competitive advantage with their customers. Suppliers that can provide solutions and sell them effectively can enjoy a distinction that creates a competitive advantage, and allows both manufacturers and distributors to charge a premium for their products and services. This workshop focuses on:

- What initiatives your strategic customers are pursuing and why
- What distributors and manufacturers are doing to align with these strategic accounts
- Identifying the solutions you provide that can help you align yourself with your customer
- How you can better sell your solutions and become the supplier of choice
- Solution Selling focuses on how your solutions impact the customer's Total Cost, Objectives, Risk and Performance
- How to identify who you should be selling to (who really cares about what you have to offer)
- How to approach the people who care about the solutions you have to offer

NOTE: this class does not focus on measuring Total Cost Savings. However, the Proving Total Cost Savings class the following day focuses solely on the measurement aspect of the value you add.

**Who Should Attend:** This course focuses on winning, retaining and penetrating key or strategic accounts. Attendees should be outside salespeople, marketing or sales managers with a need to become the supplier of choice for strategic accounts.

## NEW 007 – Channel Management As a Tool to Create a Competitive Advantage

8:00 am – 11:30 am

**Instructor: J. Michael Marks**

This half day course is designed for suppliers who are faced with bringing their channels into alignment with new market realities. The session provides a solid analytical framework to make decisions around open,

selective, or single distribution strategies. It also provides a framework for how much margin a distributor rep firm needs to perform market making or market serving activities. The session will provide many business models being adopted today that rely on multiple channels to market, including global and Internet channels, including Amazon.

Building on the provided analytical foundation, the session will then examine the role of policy in managing channel conflict and how functional discounting and other pricing practices can be employed to control channel partner activities. The role of distribution agreements and definitions of best effort clauses will also be explored and discussed.

**Who Should Attend:** This course contains intermediate to advanced content. It requires that attendees have a basic familiarization of practical working relationships between manufacturers, distributors, and independent rep firms. The course has been designed for manufacturer executives in sales or marketing or finance who are responsible for the channel policies and practices of their firms. It would also be of interest to senior distribution executives who want to understand the economic and channel issues of their key suppliers. Typically 20% of the attendees are distributors with the balance from the manufacturing and rep communities.

## NEW 008 – Growing Into an International Market

1:00 pm – 4:30 pm

**Instructor: J. Michael Marks**

This half day course is designed for both manufacturers and distributor executives who are seriously considering moving into international markets. Ten years ago this was a daunting and risky proposition for small to mid-sized firms. Globalization and the rise of the Internet have changed everything. In many traditional industrial markets the boundaries have dropped. This session provides participants with a model to determine the relative attractiveness and difficulty of various expansion alternatives. It is very different than simply adding another sales territory but for many it is easier than managing an integrated supply contract with a tier-two automotive firm.

The session shares the emerging common paths that are leading to success. These will include Greenfield investments, acquisitions, following your customers or suppliers overseas, joint ventures and a few innovate structures that have only recently been made public. A particular emphasis will be placed on risk mitigation and investment requirements. The session will provide time for group discussion and consideration of participant issues.

**Who Should Attend:** This is an introductory course designed for senior supplier of distributor executives who are responsible for evaluating the attractiveness of growth into international markets.

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

8:00 am – 4:30 pm

**Instructor: William R. McCleave, Jr., Ph.D.**

Distributors and their suppliers wrestle with a constantly changing world of big challenges and promising opportunities. As customers seek better supply alternatives and competitors increase their efforts, differentiation becomes essential for survival. Great distribution firms in the future will focus on customer and market arenas where they can provide world class performance and unique value.

These firms will be recognized by differences in at least four key areas: the strategic position they assume in the marketplace, by their message systems, their operational performance and by their value proof systems. Differentiation attempts are common among distributors but few receive high grades and customer recognition in all four of these interlinked areas. Many past efforts have led to confusion through complexity.

This seminar is packed helpful ideas and tips such as:

- The four essential elements of distribution differentiation; The Four P's Of Differentiation
- Thinking systematically before acting chaotically; Developing The Big Idea For Distributors
- Benchmarking against the best performing companies; Real World Distributor Examples
- Acting harmoniously with suppliers to build market share; Choosing Winning Market Space
- Sending the right message to customers; Working On Messages and Messengers
- Getting the real performance job done right; Understanding The Critical Elements Of Performance
- Proving that you mean what you say; Supplying Hard Evidence That You Are Relevant

**Who Should Attend:** Distributor and manufacturer executives, middle managers, managers-in-training and their teammates, who are actively involved in sales, marketing, purchasing and process management. Financial managers also benefit from this course. At least one year's experience in these areas is helpful for participants.

**Monday, March 10, 2014**

## NEW 010 – Preparing for 2020: The Manager's Guide to Dealing with the New Workplace

8:00 am – 11:30 am

**Instructor: Kathryn A. Newton, Ph.D.**

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 economy bringing with it a vastly different way of doing business; 4) Integrating innovation into the culture will be key to developing competitive advantage; and 5) Building a sustainable and green workplace will be essential to attracting the future workforce. 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.

**Who Should Attend:** Good for all levels of managers and supervisors.

### **NEW 011 – Strategic Planning for Distributors**

**1:00 pm – 4:30 pm**

**Instructor: Brent Grover**

This workshop will demonstrate a strategic planning process for distribution business. The various steps will be described and small groups will do role-playing exercises for the major planning activities. Students will be asked to bring data from their own companies to be used privately to prepare a one-page strategic plan for their own company.

**Who Should Attend:** Managers with an interest in developing and implementing strategy will benefit from this course. No matter what functional area the manager is in (sales, operations, finance, purchasing, human resources, information technology), people with at least 2-3 years of distributor management experience will contribute and gain most.

### **012 – The Power of the Spoken Word**

**8:00 am – 11:30 am**

**Instructor: Steve Boyd**

This course will help the participant identify bad listening habits and learn active listening skills. The participant will also learn techniques to organize and deliver presentations as well as learn how to hold the attention of an audience. Handling the question and answer period will also be addressed. The participant will in addition develop skills in persuasion.

**Who Should Attend:** This program is designed for everyone but the veteran employee.

### **013 – Stop Marketing Like it's 1999!**

**1:00 pm – 4:30 pm**

**Instructor: Bob DeStefano**

For generations, distributors and manufacturers relied heavily on face-to-face selling as the primary driver for new business growth. While the role of the salesperson is still critical, your old tactics are no longer enough to compete in this rapidly evolving marketplace. The changing face and needs of your customers, combined with the rise of online and mobile technologies in the workplace, have rendered your old tactics inadequate. If you're still relying on marketing strategies from past decades, your company's success may be in question for the next decade. It's time to step up and take action. But what should you do? This course will provide you with a roadmap to prepare your marketing and sales teams for success in the connected world.

**Who Should Attend:** This course is appropriate for all levels of marketing, sales/sales management, executive management and operations/administration.

### **014 – Improving the Bottom Line**

**8:00 am – 4:30 pm**

**Instructor: Albert D. Bates, Ph.D.**

Only about 10% of all companies make as much profit as they should. This is true across almost all industries. The "Improving the Bottom Line" session will demonstrate how to improve your financial results – not just a little, but a lot. The program emphasizes two essential concepts: "Planning Profits First" and "Setting Profit Priorities." The first of these topics will focus on treating profit as the first element of the plan that should be developed each year. In most cases profits are simply viewed as what is left over after everything else has been covered. As a result, profits are never adequate. With a profit-first approach, all of the other elements of the planning process will revolve around reaching that profit goal.

The second topic relates to putting effort where there is the greatest potential pay-off. Too many firms waste their time and energy in areas that do not dramatically improve results. For example, this program will help you understand whether it is better to raise margins or raise sales and by how much. As a result, you will be able to focus your efforts in proportion to the potential return.

**Who Should Attend:** All individuals who make sales, price, purchasing or expense decisions. All experience levels. CFOs will find the content basic.

### **015 – Cloud & Mobile Computing – Two Trends You Can't Ignore**

**8:00 am – 11:30 am**

**Instructor: Jeff Gusdorf**

ERP systems have been the core software package for managing our business for 30 years. As technology has evolved we've adopted EDI, CRM, e-commerce and BI. Cloud and Mobile computing is the latest technology innovation that will force us to change how we do business. Cloud not only offers the possibility of freeing your business from the costs of buying, building and maintaining IT infrastructure but the computing on demand model makes it easy to add capabilities and only pay for what you're using. Demand for mobile devices to utilize applications such as email and cloud based application such as social networks; navigation and other cloud services have skyrocketed. The integration of Cloud and Mobile computing with ERP is becoming an important driver of business processes and is changing the way we do business.

**Who Should Attend:** Sales and Operating executives from emerging and midsize companies wanting to learn about Cloud and Mobile technologies and how these technologies will impact distribution companies. Not intended as an advanced course on ERP integration and implementation advice.

### **016 – Managing the Account Portfolio**

**1:00 pm – 4:30 pm**

**Instructor: John Monoky**

All customers are not created equal but all deserve a meaningful definition of value that satisfies the needs of both the customer and the distributor. This session is a pragmatic approach to segment and align your sales and service organization to create value and

make money from your key, target, maintenance and why bother customers. It also looks at the requirements to take care of the unique needs of your firm's strategic accounts.

**Who Should Attend:** This course would be of value to the entire organization: top management, middle management and the professional regardless of functional title.

### **NEW 017 – Mergers & Acquisitions: How They Affect the Competitive Landscape**

**8:00 am – 11:30 am**

**Instructor: J. Michael Marks**

This half-day morning course is designed for distributor and manufacturer executives who are competing in industries that are undergoing industry consolidations. The course is designed to help executives understand how these activities change the competitive landscape. Bigger is often not better, but it is always different. The course starts with a dive into changes driven by distributor M&A activity. The session will provide ample time for group discussions around two perspectives. First, how do you compete in your market when one of your major competitors is acquired? The second focus is what are the best practices for individual managers when your firm is acquired?

The course is an introduction that provides a broad perspective on the economics and how they change in a market as a result of M&A activity. The course will examine distributor alternatives when a major supplier becomes an acquirer or an acquiree. The examination will include best and worst practices used by suppliers when integrating an acquisition and how it affects their distribution channel.

**Who Should Attend:** This course is designed for wholesaler distributor managers and executives who are responsible for generating results in markets that are experiencing M&A activity. It will also be valuable for supplier executives who may be considering acquisition of another supplier that also has a distribution channel network. Lastly, this course would be of high value to any distributor employee whose firm has just been acquired.

### **NEW 018 – Mergers & Acquisitions: Deal Structure and Value Creation**

**1:00 pm – 4:30 pm**

**Instructor: J. Michael Marks**

This half day afternoon course will build on the morning session although it is not a prerequisite for senior executives. The content of this session focuses on how M&A is a tool to increase shareholder value. It will provide participants with an attractiveness framework to identify acquisition targets. The discussion will also examine selection of deal advisors and associated fee structures. The session will then dive into deal structure, valuations, and financing alternatives. It is easy to make a lot of money on an Excel spreadsheet and the session will examine the disease of "Crazy to Win" and explore flaws that created some of the large distribution roll-up failures of the past several decades.

This session will also provide participants with a set of post event integration best practices. Mistakes

made post event often destroy much of the shareholder value in the transaction.

**Who Should Attend:** This course is designed for senior executives in wholesaler-distributor firms who are responsible for creating shareholder value, CFOs, COOs, CEOs, etc. The financing and deal structure will also be of interest to supplier executives who are contemplating acquisitions as a growth strategy. The course presumes a basic knowledge and understanding of financial statements.

## 019 – 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 (save the customer money) 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 customers by:

- Understanding the business case for you to document the savings your solutions provide: Increased Sales, Improved Margins, and Customer Loyalty
- Identifying how your solutions impact your customer's profitability (how you save them money beyond price)
- Learning how to measure the saving
- Working through three case studies on measuring and reporting savings
- Discussing how to implement a value added documentation initiative within your company
- Reviewing value added savings reports
- Learning how to make Total Cost Savings proposals

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.

**Who Should Attend:** This course focuses on measuring the value you add to customers. Attendees should be those who deal directly with, and provide solutions to, customers, or managers wanting to learn how to get salespeople to demonstrate their value.

## Tuesday, March 11, 2014

### 020 – Branch & Operations Effectiveness for Distributors

8:00 am – 4:30 pm

**Instructor: Michael E. Workman, Ph.D.**

As merchant wholesalers, the functions of distribution are well defined. They include physical distribution, operations, purchasing, sales, and various forms of service. Branch management historically focused on cost control, inventory control, technology implementation and utilization, multiple and varied sales functions, supplier interface, scheduling, and people development and management—including recruitment, re-training, and team building.

Today and tomorrow, all those functions remain relevant, but priorities change with strategies, output changes with tactics, and uncertainty amplifies the manager's decision-making abilities.

In this session we'll examine the interaction of the basic functions, methods for prioritizing and measuring branch output, techniques for becoming more effective at demand creation and demand response, and provide options for personal and professional growth.

**Who Should Attend:** While the materials are designed primarily for entry level or relatively new managers, it is also relevant for more experienced managers that are struggling with positioning their business for profitable growth, and defining critical initiatives needed for near and long term growth.

### 021 – Sales Performance by Design

8:00 am – 4:30 pm

**Instructor: John Monoky**

This dynamic, interactive and intensive program focuses on developing sales organizations with the flexibility, effectiveness and efficiency needed to thrive in a customer-oriented and turbulent environment. The successful sales leader has discovered that integrating the sales function with the company's market plans increases productivity and maximizes profits. The principles presented in this program for developing a strategically oriented sales team are proven to improve sales performance in organizations of all sizes and in different markets and industries. An organization's ability to meet its business objectives depends on the ability of the sales leaders to create a competent and motivated sales force that quickly adapts to changing customer demands consistent with your organization's market focus and customer priorities. This session focuses on auditing and redesigning your sales team to insure successful performance.

**Who Should Attend:** Owners, sales leaders, account managers, sellers, senior titles in other functions e.g. HR, finance, operations.

### 022 – Getting Paid for Service Value?

8:00 am – 4:30 pm

**Instructor: D. Bruce Merrifield, Jr.**

To solve the Title Question of this seminar, we will take a cross-functional, new-view of many topics including: (1) net-profit analytics insights; (2) rethinking customer niching; (3) employee engagement for Service Excellence; (4) fill-rate economics; (5) retuning sales-force- size, objectives and compensation; and (5) how to re-service, money-losing, small-customers. Bring your most conceptually-able and flexible thinking hat with aspirations of going home to be a Change Management Champion. Your odds for take-home success will be increased by free, back-up, e-education tools including: 450 YouTube video clips (4 min in length); and a comprehensive, step-by-step E-book.

This seminar is possible, because of five, on-going years of field research with 100+ distributors from many channels using Line-Item, Net Profit Analytics. Some participants have increased profits by over 500% in 2 years with compounded sales growth exceeding 15%. Learn about and take this journey - one, small, save step at a time - by attending this seminar.

**Who Should Attend:** This is an advanced level course that will require out-of-the-box thinking. Attendees should be CEOs, owners, or change-minded individuals with distribution experience. This course is not intended for entry-level positions or those new to distribution.

### 023 – Planning and Managing the Distributorship for Greater Profits

8:00 am – 4:30 pm

**Instructor: Don A. Rice, Ph.D.**

Attendees in this session will learn how to immediately identify and manage the six most important things that improve the profitability of both the company and their individual branch, the five non-financial things that have to be done in a company that will determine whether or not you will reach these profit goals, and what measurable events determine the Return on Investment and how the actions of the owners, managers and the associates impact each.

This is a reality check for your company. If you are already reaching these financial goals this will provide positive reinforcement for what you are already doing; if you are not, then you will learn how to do it.

**Who Should Attend:** Owners, branch managers, sales, operations, purchasing, accounts receivable managers, managers in training, personnel with potential to advance to upper sales and or management positions in the company that need to understand how to make a strong and honest profit.

Manufacturer's and their Reps who are interested in learning 'why distributors think and act the way they do' need to attend this training session; doing so will help them understand and communicate better with their distributors.

### 024 – Hiring the Right Salespeople

8:00 am – 11:30 am

**Instructor: Joe Ellers**

Most organizations struggle with hiring salespeople. A lot of hires that look great just don't pan out. One reason: we've got a "random" approach to hiring that's going to produce random results. Another reason: we've got some beliefs that just don't match with reality.

This program helps you to create a clear picture of what you really want — and then go to the right places to find the people that match. We also provide you with guidelines that make the process more "formal," and therefore, more "repeatable."

By the end of the program, you will have a simple list of "To Dos" that will make your next hires more effective.

**Who Should Attend:** Owners, Sales Managers. This program is valid for both distributors and manufacturers.

### 025 – Improving Profitability Thru Joint Sales Calls

1:00 pm – 4:30 pm

**Instructor: Joe Ellers**

The joint sales call is the only "quality" check that exists for sales managers. You can have a great strategy, a great plan, and trained people and still not get the results you want because the "field execution" is just not there. The only way to see if the right things are

taking place is to go to the field (or to the inside sales desk) and find out.

In this program, we will discuss the proper ways to make joint calls with both field and inside sales professionals. As with other sales approaches, the goal is to make this into a repeatable process so that we can help the team to improve, over time.

**Who Should Attend:** Primarily distributor owners and Sales Managers

## 026 – Value-Added Selling

8:00 am – 4:30 pm

**Instructor: Tom Reilly**

Value-Added Selling is a content-rich message of hope. It is a philosophy as well as a go-to-market strategy. When salespeople adopt the Value-Added Selling philosophy and apply its strategies and tactics, they will compete aggressively and profitably in their markets. Attendees will learn how to change the conversation from price to value, frame exciting and positive sales messages, and get credit for their value-added.

**Who Should Attend:** Owners, Sales & Marketing Executives, Salespeople (rookies and veterans).

## Wednesday, March 12, 2014

### 027 – 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 employee 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, leadership skills, as well as practical tips for managing change and conflict, and dealing with "difficult employees."

**Who Should Attend:** This course is good for anyone who has (or will soon have) responsibility for hiring, managing, or training employees. A good all-around management class that is good for new managers, as well as more experienced managers who could benefit from some new perspectives

### 028 – Creating a Winning Marketing Plan

8:00 am – 11:30 am

**Instructor: Daniel McQuiston, Ph.D.**

Distributors of today must do more with less. With the ever-present demand on limited resources, distributors must be able to make informed choices on how to allocate their assets. This is especially true in a distributor's marketing effort as there are any number of directions the firm can go.

In this session Dr. McQuiston will outline his 10-Step Marketing plan for distributors. This plan covers such aspects as formulating a mission statement, doing a

SWOT analysis, setting financial and marketing objectives, and then combining the elements of the marketing mix to reach those objectives.

**Who Should Attend:** This course would be beneficial for those with a managerial position who would have some responsibility for determining how a firm allocates its marketing resources.

### 029 – Increasing Your Sales Force's 'EQ'

1:00 pm – 4:30 pm

**Instructor: Daniel McQuiston, Ph.D.**

We are all familiar with the term Intelligence Quotient — IQ — which has traditionally indicated how intellectually 'smart' you are. Yet, we all also have an 'EQ' — an 'Emotional Quotient' — which indicates how 'emotionally smart' you are. People with a high EQ are very self-aware and are able to build rapport and solid, productive relationships with others.

In this session Dr. McQuiston will talk about the four basic social styles that individuals have and then talk about the five factors that make up a person's 'EQ'. He will then talk about how combining an understanding of a person's social style with a high EQ can lead to much more constructive relationships with co-workers and a more productive sales effort.

**Who Should Attend:** Any and all attendees of the UID. The information in this session is applicable to all individuals at all levels of the organization.

### 030 – 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 negotiating process, read what the other party is doing, adjust negotiating tactics to each situation, achieve the outcomes that you need and still create a win-win for everyone.

**Who Should Attend:** This course is primarily designed for sales and purchasing professionals. It is effective for all levels of experience.

### 031 – New Process of Distribution Sales Management

8:00 am – 4:30 pm

**Instructor: Joe Ellers**

For years, both sales management and sales have been presented as "art forms." The underlying assumption was that you were either a "born" salesperson/manager—or you weren't. Today, we recognize that there are many specific processes used by the most successful sales organizations and that they can be learned and used in any organization.

This program provides a "soup to nuts" look at sales management from the process side. Beginning at how to put together a sales plan, the course rapidly moves through all of the major elements of sales management, including: how to hire salespeople, how to compensate them, a structured approach to sales.

**Who Should Attend:** Owners, Sales Managers (veterans and rookies), Marketing Managers, Salespeople (who want to do a better job of being self-managed). This program is valid for distributors and also for manufacturers.

### 032 – One Day Branch Manager's Workshop

8:00 am – 4:30 pm

**Instructor: Jim Ambrose**

The Workshop is all about managing at the branch level and covers market analysis, account package management, sales management, selling skills, building employee engagement in the business performance, motivating the branch employees, improving individual employee performance and awareness of the effect of the manager's conduct on performance ... at the branch business. This workshop is all about management and leadership techniques for the branch manager!

**Who Should Attend:** Branch Managers, Management Trainees, Sales people aspiring to be managers, Sales Managers, and Operations Managers. Region or Division Managers or owners looking for tools and techniques to improve their Branch Managers

### NEW 033 – Advanced Achieving Effective Inventory Control

8:00 am – 4:30 pm

**Instructor: Jon Schreiberfeder**

Effective inventory management (EIM) allows an organization to meet or exceed customers' expectations of product availability with the amount of each item that will maximize profitability or minimize your total inventory investment.

Participating in this one-day workshop will lead you to achieving this goal. Topics will include:

1. How to structure your organization to achieve EIM
2. Establishing the policies and procedures necessary to achieve effective inventory management
3. The difference between your "core" and "speculative" inventory investment
4. What to stock in each of your branches or warehouses
5. Measuring and improving the accuracy your forecast of future demand of products

**Who Should Attend:** Inventory Managers, Purchasing Agents, Buyers, Inventory Planners, Sales Managers, CFO, CEO, COO, IT Personnel

# UID 2014 REGISTRATION

Name: \_\_\_\_\_ Nickname: \_\_\_\_\_ Company: \_\_\_\_\_

Business Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**CHECK ONE:**  Distributor  Manufacturer  Other **HAVE YOU ATTENDED A PRIOR UID PROGRAM?**  Yes  No **DO YOU PLAN TO ATTEND THE UID HAPPY HOUR?**  Yes  No

**TITLE:** Check the **one** that most approximates your responsibilities:  Sales/Sales Management  Executive Management  Finance  Marketing  Operations/Administration  
 Manufacturer's District Manager  All of the Above  Other \_\_\_\_\_

**AGE:**  Under 30  30-40  40-50  50+ **LENGTH OF INDUSTRY SERVICE:**  Less than 5 years  5-10 years  10-15 years  15-20 years  20+ years

**TUITION:** To take advantage of the Early Registration Discount, your registration must be **postmarked, faxed or submitted online by January 15, 2014.**

**BY January 15, 2014:**  Association Member – US \$995  Non-Member – US \$1,995 **AFTER January 15, 2014:**  Association Member – US \$1,195  Non-Member – US \$2,095

**PLEASE INDICATE A FIRST AND SECOND CHOICE FOR EACH DAY.**

(Write "1" for first. Write "2" for second.) Limited Space is Available. Classes fill up quickly.

**SUNDAY, MARCH 9, 2014**

- \_\_\_001 Marketing Strategies (MORNING)
- \_\_\_002 Pricing Strategies by Example (AFTERNOON)
- \_\_\_003 Decide: Work Smarter, Reduce Your Stress, and Lead by Example (MORNING)
- \_\_\_004 Know More! Selling (AFTERNOON)
- \_\_\_005 SWAT Team Selling – Leading Your Team to a Competitive Advantage **NEW**
- \_\_\_006 Creating a Competitive Distinction
- \_\_\_007 Channel Management As a Tool to Create a Competitive Advantage (MORNING) **NEW**
- \_\_\_008 Growing Into an International Market (AFTERNOON) **NEW**
- \_\_\_009 Differentiating Your Distribution Company – A Winning Strategy

**MONDAY, MARCH 10, 2014**

- \_\_\_010 Preparing for 2020: The Manager's Guide to Dealing with the New Workplace (MORNING) **NEW**
- \_\_\_011 Strategic Planning for Distributors (AFTERNOON) **NEW**
- \_\_\_012 The Power of the Spoken Word (MORNING)
- \_\_\_013 Stop Marketing Like it's 1999! (AFTERNOON)
- \_\_\_014 Improving the Bottom Line
- \_\_\_015 Cloud & Mobile Computing – Two Trends You Can't Ignore (MORNING)
- \_\_\_016 Managing the Account Portfolio (AFTERNOON)
- \_\_\_017 Mergers & Acquisitions: How They Affect the Competitive Landscape (MORNING) **NEW**
- \_\_\_018 Mergers & Acquisitions: Deal Structure and Value Creation (AFTERNOON) **NEW**
- \_\_\_019 Proving Total Cost Savings

**TUESDAY, MARCH 11, 2014**

- \_\_\_020 Branch & Operations Effectiveness for Distributors
- \_\_\_021 Sales Performance by Design
- \_\_\_022 Getting Paid for Service Value?
- \_\_\_023 Planning and Managing the Distributorship for Greater Profits
- \_\_\_024 Hiring the Right Salespeople (MORNING)
- \_\_\_025 Improving Profitability Thru Joint Sales Calls (AFTERNOON)
- \_\_\_026 Value-Added Selling

**WEDNESDAY, MARCH 12, 2014**

- \_\_\_027 Personnel Productivity Improvement
- \_\_\_028 Creating a Winning Marketing Plan (MORNING)
- \_\_\_029 Increasing Your Sales Force's 'EQ' (AFTERNOON)
- \_\_\_030 Negotiation Skills for Distributors
- \_\_\_031 New Process of Distribution Sales Management
- \_\_\_032 One Day Branch Manager's Workshop
- \_\_\_033 Advanced Achieving Effective Inventory Control **NEW**



**PAYMENT (in US Dollars)**

Check enclosed - made payable to Association Education Alliance  
 Charge to my:  VISA  MC  AMEX  Discover

Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Verification Code: (see code on back of credit card) \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

**IMPORTANT DEADLINES**

**January 15, 2014 - Early Bird Registration.** Registrations must be mailed, faxed or submitted online to take advantage of the discounted early registration fee.

**February 17, 2014 - Hotel Reservation deadline.** Reservations must be made directly with the hotel prior to 5 p.m. Central Time to receive the UID rate.

**February 26, 2014 - Registration deadline.** All applications received after this date will be handled on a case-by-case basis.

**GENERAL RULES AND REGULATIONS:**

1. A separate form must be completed for each registrant. Make additional copies if needed. Registrations will not be accepted by telephone.
2. Payment must accompany your registration. Make checks payable to AEA or Association Education Alliance, LLC.
3. Include credit card information and signature if you are registering by fax.
4. Registrants will receive confirmation of their course selections prior to the start of classes. Review your confirmation carefully and inform the UID office immediately of any errors. NO course changes will be honored on site!
5. Courses may be cancelled due to lack of enrollment. You will be notified of any changes.

**CANCELLATION POLICY** Cancellations must be received **in writing** by February 17, 2014. UID will refund the cost of tuition minus a processing fee of US \$100. No refunds will be given after this date. A substitute registrant may be sent.

**MAIL COMPLETED REGISTRATION FORM TO:**

**105 Eastern Avenue, Suite 104 Annapolis, MD 21403 or Fax to 410-263-1659**

Or, register online at [www.univid.org](http://www.univid.org). Due to the high volume of registrations, we are unable to acknowledge receipt of faxed forms – please do not call. Your confirmation will be emailed within one week of receipt of your registration form. Online registrations will automatically receive a confirmation.

# SPONSORS

- AHTD Association for High Technology Distribution
- ASA American Supply Association Education Foundation
- AVDA American Veterinary Distributors Association
- BSA Bearing Specialists Association
- CIPH Canadian Institute of Plumbing & Heating
- ECIA Electronic Components Industry Association
- EFC Electro-Federation Canada
- FEDA Foodservice Equipment Distributors Association
- FISA Food Industry Suppliers Association
- FPDA The FPDA Motion & Control Network
- GAWDA Gases and Welding Distributors Association
- HARDI Heating Airconditioning & Refrigeration Distributors International
- IAPD International Association of Plastics Distributors
- ISA Industrial Supply Association
- ISD International Sealing Distribution Association
- ISSA International Sanitary Supply Association
- MHEDA Material Handling Equipment Distributors Association

- NACD National Association of Chemical Distributors
- NAED NAED Education & Research Foundation
- NAFCD North American Association of Floor Covering Distributors
- NAHAD The Association for Hose & Accessories Distribution
- NAWLA North American Wholesale Lumber Association
- NBMDA North American Building Material Distribution Association
- NFDA National Fasteners Distributors Association
- NIBA The Belting Association
- NPTA NPTA Alliance
- OPEESA Outdoor Power Equipment and Engine Service Association
- PEI Petroleum Equipment Institute
- PIDA Pet Industry Distributors Association
- PTDA Power Transmission Distributors Association
- SHDA Security Hardware Distributors Association
- STAFDA Specialty Tools & Fasteners Distributors Association
- WF&FSA Wholesale Florist & Florist Supplier Association
- WMIA Woodworking Machinery Industry Association