

**SUNDAY** *March 4, 2007***001 – 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.

**002 – 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!!**

**003 – Breakthrough Strategy: Rapid Cycle Progress**  
**[8:00 am - 11:30 am] Instructor: Tim Horan**

This course is based on The Breakthrough Strategy, which is a method of organizing major performance and process improvement programs that help teams to identify and achieve real and measurable improvements in a short period of time. You will learn how to define breakthrough projects and then you will learn how to manage breakthrough projects by starting with results-not preparation. This course is designed for both seasoned managers to jumpstart their organizations and for newer managers to effectively impact their department or branch.

**004 – What Top Managers Don't Know, and How It Hurts Their Business**

**[1:00 pm - 4:30pm] Instructor: Abe WalkingBear Sanchez**  
In this session, you will learn how credit is directly linked to new sales, repeat sales, cash flow, internal efficiency and customer retention; B2B Credit is a critical business function whose true potential has yet to be realized. DSO and % Bad Debt are all about "risk" and those focused on "risk" tend to overlook the hidden profit potential of credit. Topics include: Sales and More Sales, Coase's Law and its Inverse, Speedier Cash Flow and Repeat Sales, New Insights / New Measurements, Head and Shoulders Above the Competition, Identify and Eliminate Business Ripples, All Managers as Profit Managers, True Payback from Credit.

**005 – Solution Based Selling**  
**[8:00 am - 4:30 pm] Instructor: Tim Underhill**

Many customers consider their suppliers to be commodities. The term "commodity" implies that there is no distinction between the products and services you provided. As such, price becomes the distinguishing factor. While price is one factor that differentiates suppliers, and the products they provide, there are other factors what allow you to differentiate your company. One of the most powerful of these is your ability to provide solutions to their needs.

**006 – Productivity Tactics for Branch Managers**  
**[8:00 am - 4:30 pm] Instructor: D. Bruce Merrifield, Jr.**

Take-home solutions for branch managers that can increase profits from 20 to 40 percent and increase personnel productivity by 30 to 50 percent in six months. Participants will learn a number of ways to transform productivity and profitability by understanding key success factors. Implementation, change-management issues and solutions will be developed so that branch managers can develop successful paths for employee improvement.

**007 – 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.

**MONDAY** *March 5, 2007***008 – Branch & Operations Management for Distributors**  
**[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.

**009 – Strategic Account Management for Distributor Salespeople**  
**[8:00 am - 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.

**010 – 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.

**011 – Improving Order Economics**  
**[8:00 am - 11:30 am] Instructor: Albert D. Bates, Ph.D.**

Distributors continually face the challenge of dealing with small orders, emergency situations, returns and other demands of customers, all of which dramatically increase the operating expenses of the firm. The program will provide specific guidelines for determining which customers are profitable; Profit Drivers-an analysis of exactly how customers impact profits through purchasing actions, use of sales forces with the focus on which areas can improve profits; and Managing Customers-the idea that customers can be managed is entirely foreign to most firms-however, it is possible to demonstrate to customers that their purchasing patterns are not only costly to the distributor, but to the customers as well.

**012 – From Dull to Dynamic: Transforming Your Presentations**  
**[1:00 pm - 4:30 pm] 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 handing 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.

**013 – Marketing & Pricing Strategies**  
**[8:00 am - 4:30 pm] Instructor: J. Michael Marks**

This session focuses on true marketing as it applies to wholesale distribution. Content includes market sizing, assessing competitive structures, the basics of STP: Segmenting, Targeting, and Positioning, and creation of a true marketing function within the firm. The course will include an analysis of wholesale distribution practices to provide customer coverage that does not rely on field sales representatives. Any meaningful pricing strategy must be based on customer segmentation and this session explores practical strategic alternatives from price leadership to value based pricing. Due to evolving industry pressures the session will include a focus on reverse auction practices and fee for service based models.

**014 – Demonstrating Total Cost Savings**  
**[8:00 am - 4:30 pm] Instructor: Tim Underhill**

Manufacturers and distributors both add value through the products and services they provide their customers, but being able to show the dollar savings beyond price these products and services provide is difficult for many companies. But with the rise in the price of steel, energy, plastics and other costs, the need to be able to demonstrate your value is rising. These increases are putting pressure on customers to reduce operating costs, and price is often the focus. If a salesperson cannot show the value they add, why should the customer understand the value? And if they cannot understand the value, then why should they buy on anything other than price? Without the means to demonstrate the value they add distributors and manufacturers risk the loss of key accounts and/or face further margin erosion.

**TUESDAY** *March 6, 2007***015 – Achieving Effective Inventory Management**  
**[8:00 am - 4:30 pm] Instructor: Jon Schreiberfeder**

Take control of what is probably your largest asset. Learn how to effectively manage your inventory and increase your company's productivity and profitability. This comprehensive one-day workshop takes you through all of the steps necessary to develop an effective inventory management program for your company. Topics will include: deciding what products to stock, how to develop accurate demand forecasts, setting appropriate replenishment parameters for each item, handling inventory in a multi-branch environment, analyzing your inventory investment and developing a customized program for your organization to achieve effective inventory management.

**016 – Coaching for Sales Success: How to Create Value-Added Sales Culture****[8:00 am - 4:30 pm] Instructor: Tom Reilly**

Seminar designed for new and experienced sales managers focusing on both the manager and the sales management infrastructure. This course will help managers to build a sales culture around the value-added concept. Topics will include understanding your management style, becoming a strong leader, setting powerful sales objectives, coaching for success, recruiting and selection, training and development, motivating and compensating your sales force, and culture-building strategies.

**017 – Creating Channel Alignment****[8:00 am - 11:30 am] Instructor: J. Michael Marks**

This course provides participants with the basic analytical framework of channel design and channel management approaches. It provides the framework to understand how many distributors are needed for a given market. The bulk of the course content deals with the strategies and tactics necessary to bring a channel strategy back into alignment with market strategy. Channels are designed to meet key criteria when they are first developed, yet then they slowly become dysfunctional over time as markets change and channel partners change or consolidate. It is often difficult to change channel design and there are significant risks and unintended consequences. The course provides practical solutions to difficult and imperfect issues.

**018 – Fundamentals of Purchasing****[1:00 pm - 4:30 pm] Instructor: J. Michael Marks**

This is a course designed for non purchasing professionals or those new to the purchasing profession. The course content focuses on the strategic role of the purchasing function and how the function impacts the business enterprise. It is not about formulas or mechanics or tactics or negotiating gambits. The content places a particular emphasis on ensuring a reliable source of supply and how to also ensure that quality meets requirements. Many emerging trends in the profession will also be examined including vendor managed inventory, consignment inventories (both inbound and outbound), EDI, and the lean and JIT aspects of supply chain management. The course will include significant time for group discussion.

**019 – 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!!!**

**020 – 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.

**021 – Improving Profitability thru 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.

**022 – 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. You may take this course as an alternate to **Moving to Critical Supplier Status with Your Customers**.

**WEDNESDAY** *March 7, 2007***023 – Personnel Productivity Improvement****[8:00 am - 4:30 pm] Instructor: Kathyne 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 supervisory skills, hiring, firing, and motivating employees, as well as practical tips for dealing with legal pitfalls in human resource management, and dealing with "difficult employees."

**024 – Customers: How to Keep Them 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.



### **025 – How to Make Technology Pay Off in the Sales Arena**

**[1:00 pm - 4:30 pm] Instructor: Steve Epner**

Distributors of all sizes are depending on technology to enhance sales, but rarely are they using them to a profitable advantage. This program forces you to look at your existing technology, as well as new technology options, in a whole new way. Features an examination of customer relationship management (CRM) activities to find out what really works (and what your salespeople will really use!), as well as some critical advice on how to examine your company's web site and make internet sales more effective.

### **026 – New Process of Distribution Sales Management**

**[8:00 am - 4:30 pm] Instructor: Joe 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."

### **027 – Value Added Selling**

**[8:00 am - 11:30 am] 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.

### **028 – Crush Price Objections**

**[1:00 pm - 4:30 pm] Instructor: Tom Reilly**

Price resistance is the dominant objection salespeople encounter on a daily basis and this session is designed to offer salespeople immediate relief from this problem through a how-to, practical, street-smart program teaching salespeople how to persist when buyers resist. A three-step training approach facilitating skill transfer, preparing to sell in a price-sensitive market, avoiding price resistance and responding effectively to price objections will be presented. You will learn how to build a commitment for selling at higher prices, what buyers want from suppliers, how to create nine selling tools that can help sell at higher prices, strategies for responding to price objections, and skills to negotiate higher prices.

### **029 – Achieving Advanced Inventory Management**

**[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.

### **030 – Moving to Critical Supplier Status with Your Customers**

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

The global competitiveness of business ensures that industrial supply chains will continue feeling the pressure to improve overall efficiencies and reduce total costs. Distributors that intend to survive and prosper must develop a customer specific value proposition consisting of critical supplier knowledge, product and service offerings, and delivery capabilities. This session will teach you how to differentiate your company from the competition by assessing both your vendors and customers. This course is an in-class case study and **limited to the first 40 registrants**. You may take this course as an alternate to **Differentiating Your Distribution Company - A Winning Strategy**.