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UNIVERSITY OF innovative distribution

Educating the Supply Chain

UID MARCH 8-11, 2015 JW MARRIOTT INDIANAPOLIS, IN

UNIVERSITY OF innovative distribution
Educating the Supply Chain

Presented with the support of
PURDUE UNIVERSITY

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MARCH 8-11, 2015 JW MARRIOTT INDIANAPOLIS HOTEL INDIANAPOLIS, INDIANA

The newly named University of Innovative Distribution is a concentrated educational program focused on the unique needs of the wholesale distribution industry. 2015 marks the 22nd year that UID has been serving the supply chain. Known worldwide for excellence in education, UID is sponsored by the leading distribution professional associations, in cooperation with the Department of Technology Leadership and Innovation of Purdue University. Working together, these groups take great pride in providing a superior learning experience.

PURDUE CERTIFICATE IN INNOVATIVE DISTRIBUTION

At the conclusion of the program, all attendees will receive an official Letter of Completion issued by 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 you Professional Certificate in Innovative Distribution. As a 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 coursework. A minimum of 30 hours must be earned through UID participation. Additional credits may be derived from courses taken independently or through your trade association. Contact Dr. Kathy Newton, Coordinator, University of Innovative Distribution, at kanewton@purdue.edu for more information.

WHICH COURSES ARE RIGHT FOR ME?

Along with the course descriptions found in this brochure, please visit www.univid.org for additional information on each course, including the instructor's notes indicating who the course is primarily designed for, and who would gain the most from attending (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.

UID WELCOME HAPPY HOUR

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 8 from 5 pm - 6 pm. Arrive wearing your favorite team jersey and unwind with cocktails, appetizers and networking. This event is included in your registration fee.

The **UID REGISTRATION DESK** will be located on the first floor of meeting space, in the White River Ballroom Foyer.
Saturday.. 5 pm – 7 pm
Sunday – Tuesday .... 7 am – 4:30 pm

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 Indianapolis International Airport.

To receive the special hotel rate of $172 single/double (plus appropriate taxes), please identify yourself with the University of Innovative Distribution (UID) when making your reservation. Sleeping rooms are limited, so please be sure to make your reservations as soon as possible. Registrants are responsible for making their own hotel reservations directly with the hotel to receive this special rate. Reservations made after February 16, 2015 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. Arrangements will be made for storing luggage until your departure on the final day.

MEALS

For your convenience, the registration fee includes a continental breakfast, a buffet-style lunch and morning & afternoon snacks from Sunday, March 8 through Wednesday, March 11. Dinner is on your own each night.

COURSE MATERIALS

Each registrant will receive materials onsite for each course they have selected. 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. The 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.

OPTIONAL PACERS NETWORKING ACTIVITY

Join your new UID friends and colleagues to watch the Indiana Pacers take on the Orlando Magic on Tuesday, March 10! UID has reserved space at Bankers Life Fieldhouse from 5 pm - 7 pm for a networking reception. Grab a drink and an appetizer then head to the UID-reserved seats to watch the game. Pre-registration is required at a fee of $42 per person (includes ticket, drink coupon and appetizers). Space is limited so sign up early!

SPECIAL NOTES

Registrants are not permitted to change course selection onsite (better known as "class jumping"). Each attendee's confirmed class numbers will appear on your name badge and may be checked at the door. Attire at UID is business casual. Average March temperature is 40-45˚ F.

SUNDAY, MARCH 8

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, "who-letailing" 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.

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. This course will show how to obtain permanent benefits and continuous improvement.

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.

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!

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.

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.

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
- dentifying 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.

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 of 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.

NEW 008 – Managing in Turbulent Times

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

This course is intended for managers who must make decisions with limited resources in highly uncertain and changing environments. The distribution industry, in many sectors, in is a race to the bottom on price with new non-traditional competitors like broad line box movers and Amazon. The consolidation trend is forcing distributors to realign their suppliers and manufacturers to realign their distributors. Throw in an aging workforce in transition and things get a bit interesting. The model that Peter Drucker put forward many years ago, under this same title, still holds true today. With an update for today's challenges, this session examines decision making, scenario development, risk assessment, and tools that separate the direction of the tide from the size of the waves. This is a set of practical tools that can be used to decide whether to hire an inside rep or an outside rep, or when to pick up a competing supplier. Nothing in this environment is easy but a set of properly applied tools can help reduce the chaos.

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. Understanding the dimensions of differentiation, benchmarking high performance firms, and following a process to significantly enhance achievement in these four areas, will build sustainable customer partnerships and market leadership for distributors who want to be different!

NEW 010 – Leadership Isn't For Cowards

8:00 am – 11:30 am

Instructor: Mike Staver

We live in an age when it is more and more challenging to manage all of the information, demands, and challenges that are coming at us. It takes real courage to stand firm in what you believe and then to get your followers to understand what really matters and how to execute effectively. Your ability to influence your followers is key to every step in creating significant results. Courage is the key element in that process.

Participants will learn:

- The real definition of courage
- The three most important steps you will ever take
- The power of commitment
- What your followers do, really do, when you are not around
- The primary motivator of all people
- The three things every leader can do to ensure leadership failure
- The importance of high-gain activity and how to do more of it
- Six steps that will ensure effective execution

NEW 011 – Online Marketing – Where's it Going? How to Win

1:00 pm – 4:00 pm

Instructor: Brian Bluff & Eddie Bluff

Since the late 1990's, manufacturers and distributors have witnessed a tremendous change in marketing technology (search, social, email, etc.). Those that embraced the change have reaped the rewards, and those that ignored it struggle to exist. But now, this technology, which provided early adaptors a leg up, has changed again and many manufacturers and distributors have seen their hard fought gains evaporate.

Today Google's ranking preference for big brands and sites with rich high-quality content, coupled with the social platforms tightening up of organic (non-paid) reach in pursuit of viable "pay for play" revenue models favor large sites/companies and threatens the traditional distributor model.

This session will explore where we are now, what's coming next, and how to prepare your company to compete in 2015 and beyond. You'll learn what content prospects and customers want, how to measure success, and how to get started.

MONDAY, MARCH 9

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

8:00 am – 11:30 am

Instructor: Kathryne 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 e-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.

013 – 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.

014 – 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.

015 – Branch & Operations Effectiveness for Distributors – Part 1

1:00 pm – 4:30 pm

Instructor: Mike Workman

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, retraining, 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 first 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.

016 – 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.

NEW 017 – Market Planning with Predictive Analytics

8:00 am – 11:30 am

Instructor: Tom Gale

High-performance companies use analytic techniques to target high-potential accounts and identify market share opportunities. This session covers industry best practices for building a market plan – one based on market segmentation and analysis, share metrics and predictive lead generation techniques – to drive top and bottom-line revenue.

This half-day workshop delivers the tools plus the how-to guide to significantly improve your company's sales and marketing process by identifying where to focus limited resources on the highest potential leads, prospects and opportunities. This hands-on session covers each of the fundamental building blocks needed to identify and target the highest potential accounts, customer segments and territories to increase wallet share with existing customers and significantly increase conversion rates for prospects.

018 – 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.

019 – 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 will 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.

020 – 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.

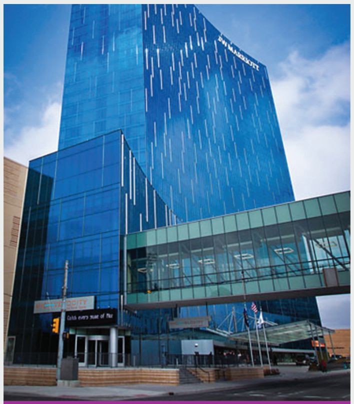
021 – Proving Total Cost Savings

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:



JW MARRIOTT INDIANAPOLIS
10 S West Street
Indianapolis, IN 46204
Phone: 317-860-5800

- 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.

NEW 022 – Mastering the Five Most Critical Skills for Selling Success

8:00 am – 4:30 pm
Instructor: Jim Pancero

How much business has your team lost because of weak or inconsistent selling skills? How many in your sales team believe "Experienced = trained?" Everyone's been through all your product training, when was the last time you invested any time coaching and training to improve your team's persuasive selling skills? In this information-intensive program you will learn the five most critical selling skills and structures that can best strengthen your team's competitive advantage and selling success. We will walk through each skill or structure discussing how it works, its value and contribution to selling success, and how you can bring that skill/structure back to your sales team. Your detailed program workbook includes exercises and free sources of training videos to help you improve these skills within your team.

The goal of this class is to give you the selling skills, structures and messaging awareness to help you better define your team's selling structures and processes. Once you have defined structures and processes you can achieve consistency. Once you have consistency you can achieve direction. Once you have direction you can identify specific areas to improve. And once you can identify specific areas to improve you can coach and lead your team to a competitive advantage and increased sales.

TUESDAY, MARCH 10

023 – Branch & Operations Effectiveness for Distributors – Part 2

8:00 am – 11:30 am
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, retraining, and team building.

In this second session we'll continue examining 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.

024 – 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.

025 – 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.

026 – 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.

027 – 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 measureable 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.

028 – 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.

029 – 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.

030 – 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.

NEW 031 – How DO They Do That: Secret Tech Weapons for Work and Home

8:00 am – 11:30 am

Instructor: Beth Ziesenis

What if you could whip up a graphic to share on social media in a matter of seconds? Or schedule a meeting without having to send three dozen emails to find a time everyone could meet? Or collaborate with remote colleagues on a critical document with just a couple of clicks? And what if you could pull all this off without spending a dime?

Join Your Nerdy Best Friend, aka Author Beth Ziesenis, to discover how to use free and bargain technology tools you never knew existed to create professional quality graphics, get organized and become awesome. This high-energy session will give you 30+ tools that will leave people asking, "How DO they do that?"

- Discover technology to bring your office and virtual teams together
- Set up systems to increase efficiency and get things done
- Become a leader in the office with efficient (and cool) productivity tools
- BONUS! Bring your device for hands-on playtime

NEW 032 – Finding the Balance in Branch Management: People, Product and Profitability

1:00 pm – 4:30 pm

Instructor: Jason Bader

This half day course is all about building a profitable branch location. Managers of these locations need to understand how to lead their team down the path of profitability. It starts with getting everyone on the same page so that the location can provide a superior customer service experience. At the same time, the manager needs to be accountable to the asset have responsibility over. This is the balancing act of every effective branch manager. In this session, we will cover the basics of coaching, managing, and driving you way to profitable location growth.

WEDNESDAY, MARCH 11

033 – Personnel Productivity Improvement

8:00 am – 4:30 pm

Instructor: Kathryne 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."

034 – 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.

035 – 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 which 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

036 – 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.

COURSE DESCRIPTIONS

037 – 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.

NEW 038 – Leaders are not Born. They are Built.

8:00 am – 11:30 am
Instructor: Randy Disharoon

General Patton declared, "Lead me, follow me, or get out of my way!" Designed for company Executives and Sales/Branch Managers, this highly interactive course introduces the four phases of leadership development – Build Within, Build Around, Build Up and Build Out. Participants will leave empowered to communicate a compelling vision, create the high performance culture, and sustain the winning pace.

NEW 039 – Vital Planning Disciplines for Sales Professionals

1:00 pm – 4:30 pm
Instructor: Don Buttrey

Previously high levels of business typically distracted salespeople from proactive activities. Perhaps we were responding to quote requests and putting out fires. Now it is time to proactively SELL and be "order makers" – not "order takers"! This requires three vital planning disciplines:

- Territory Planning
- Account Strategic Planning
- Pre-call Tactical Planning

This powerful workshop will equip sales managers and front-line sales professionals with the direction and proven tools essential for getting these vital planning disciplines accomplished! These activities are time management investments that assure short and long-term sales success.

NEW 040 – Troubleshooting Inventory Replenishment

8:00 am – 11:30 am
Instructor: Jon Schreibfeder

Every distributor has to answer two questions when replenishing inventory: When to reorder products and how much to order. In this half day session we will explore how to ensure that your company is using "best in class" practices to ensure that you consistently meet or exceed customers' expectations of product availability. Topics will include accurate demand forecasting, dealing with unreliable lead times and suppliers, evaluating vendor offers, when to establish a central warehouse or distribution center, and the special challenges of overseas purchasing.

NEW 041 – Effective Warehouse Operations

1:00 pm – 4:30 pm
Instructor: Jon Schreibfeder

Every distributor has one or more warehouses. But few realize that efficient and effective warehouse operations are a key element to success and profitability. In this half day session we will explore how a few simple practices will help you ensure that the on-hand quantities of stocked products are consistently accurate and that you efficiently store items in order to minimize the cost of filling orders. Included will be a presentation of a cost/benefit analysis of implementing new material-handling technology.

NEW 042 – How to Delegate Effectively Without Losing Control

8:00 am – 4:30 pm
Instructor: Peter Land

Effective delegation is an international executive survival skill. Managers get promoted on excellence and potential. The better they are, the greater their responsibilities become.

At some point, they simply cannot effectively continue to do everything that got them promoted. They must identify key tasks they can delegate to their subordinates and then reap the many valuable delegation benefits that flow to themselves, their subordinates, their organization and their customers. However, there are many barriers that prevent these important benefits from flowing to all.

In this one-day workshop you will learn and practice the critical skills needed to ensure you are ready, willing, and able to delegate effectively without losing control.

SCHEDULE AT-A-GLANCE

SUNDAY, MARCH 8

001 Marketing Strategies (Morning)
002 Pricing Strategies (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
006 Creating a Competitive Distinction
007 Channel Management As a Tool to Create Competitive Advantage (Morning)
008 Managing in Turbulent Times (Afternoon) NEW
009 Differentiating Your Distribution Company – A Winning Strategy
010 Leadership Isn't For Cowards (Morning) NEW
011 Online Marketing – Where's It Going? How to Win (Afternoon) NEW

MONDAY, MARCH 9

012 Preparing for 2020: The Manager's Guide to Dealing with the New Workplace (Morning)
013 Strategic Planning for Distributors (Afternoon)
014 The Power of the Spoken Word (Morning)
015 Branch & Operations Effectiveness for Distributors – Part 1 (Afternoon)
016 Improving the Bottom Line
017 Market Planning with Predictive Analysis (Morning) NEW
018 Managing the Account Portfolio (Afternoon)
019 Mergers & Acquisitions: How They Affect the Competitive Landscape (Morning)
020 Mergers & Acquisitions: Deal Structure & Value Creation (Afternoon)
021 Proving Total Cost Savings
022 Mastering the Five Most Critical Skills for Selling Success NEW

TUESDAY, MARCH 10

023 Branch & Operations Effectiveness for Distributors – Part 2 (Morning)
024 Stop Marketing Like It's 1999! (Afternoon)
025 Sales Performance by Design
026 How to Get Paid for Service Value
027 Planning & Managing the Distributorship for Greater Profits
028 Hiring the Right Salespeople (Morning)
029 Improving Profitability Through Joint Sales Calls (Afternoon)
030 Value – Added Selling
031 How DO They Do That: Secret Tech Weapons for Work and Home (Morning) NEW
032 Finding the Balance in Branch Management: People, Product and Profitability (Afternoon) NEW

WEDNESDAY, MARCH 11

033 Personnel Productivity Improvement
034 Creating a Winning Marketing Plan (Morning)
035 Increasing Your Sales Force's 'EQ' (Afternoon)
036 Negotiation Skills for Distributors
037 New Process of Distribution Sales Management
038 Leaders are not Born. They are Built. NEW
039 Vital Planning Disciplines for Sales Professionals (Afternoon) NEW
040 Troubleshooting Inventory Replenishment (Morning) NEW
041 Effective Warehouse Operations (Afternoon) NEW
042 How to Delegate Effectively Without Losing Control NEW