

2023 UID Course #'s/Titles/Capacity/Descriptions

Session #	Session Block	Course Title	Instructor	Track	Level of Complexity	Description
000	Monday, 8:15-9:15 AM	Work to a Different Beat: Own Your Mindset, Meaning, and Performance	Justin Jones-Fosu	Leadership/ Professional Development	Foundational	In this opening keynote, Justin will share an inside-out approach powered by practical research that empowers you and your people to bring their best selves to work every day. Using the African drum as a metaphor of bringing meaning, Justin creates a customized and unforgettable experience that will inspire your audience to take immediate action in how they show up.
001	Monday, 9:30-12:15 PM	Building an Exceptional Workplace Culture: 5 Essential Questions for Leaders	Sean Glaze	Leadership/Professional Development	Foundational	In this workshop, Sean will equip you to be a more effective leader with the clarity and confidence of a proven, repeatable process you can follow to develop a high-performing culture. In 2021, Gallup reported that “70% of a team's engagement is influenced by managers.” And while most managers want to be effective leaders, the problem is they are often unaware of the five key elements required to build and sustain a positive and profitable culture. Session participants will learn how five essential questions can help them to identify and improve issues in their workplace culture and ensure that their people are more engaged and productive. This program is full of memorable stories and valuable content you will be able to immediately implement to improve retention, boost collaboration, and ignite accountability across your organization.
002	Monday, 9:30-12:15 PM	Selling Through Tough Times	Paul Reilly	Sales	Intermediate	In this workshop, you will learn how to sell effectively and build mental resilience during a downturn. Why is it that some sellers thrive during tough times yet others barely survive? What do they have—and what do they know—that keeps them on top? Selling Through Tough Times is a powerful, inspiring, and hope-filled message. Tough times provide opportunities to innovate and improve. Every seller faces tough times. This uplifting and practical message is your go-to guide to grow your profits and mental resilience in any downturn. Customers buy differently in tough times, so salespeople need to sell differently in tough times. In this presentation, participants will learn the right skills and how to embrace the right mindset to thrive during any downturn.
003	Monday, 9:30-12:15 PM	Inflation & Expectation: An Economic Outlook for the Industrial Distribution Strategy Industry	Roman Basi Dr. Bart Basi	Management	Advanced	In this workshop Roman and Bart discuss the challenges in the industrial Distribution Strategy industry and the economic outlook of the industry. A myriad of economic nightmares including a global pandemic, supply in issues, and labor shortages sparked the flame that led to a wildfire of growth in inflation. Learn about the provisions of the recently passed Inflation Reduction Act.
004	Monday, 9:30-12:15 PM	Finding the Balance: People, Product and Profitability	Jason Bader	Distribution Strategy	Intermediate	This workshop is all about building a profitable operation. 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 manager. In this session, we will cover the basics of coaching, managing, and driving your way to profitable location growth.
005	Monday, 9:30-12:15 PM	How to Digitally Transform for Beginners: Growing Revenue via Digital Channels of Paid, Owned & Earned 0-5%	Ken Novak	Distribution Strategy	Foundational	<p>Are you generating at least 5% of top line revenue via digital transaction channels? If not, why? You have invested in technology. You have invested in Managers, Directors and contractors to manage the technology. But...you are dissatisfied with the ROI. This workshop has one focus...to help OEMs and Distributors build an operational roadmap that prioritizes maximizing margins. HINT: Its not about technology, its about people. Transformation is more than an eCommerce or IT project. It is literally changing the internal processes of employees by mirroring the process (and matching the expectations) of your customers. It is shifting the mindset of every function within the organization. "That is how we have always done it" is no longer good enough. It is no longer good enough because you are in the middle of a generational shift. The primary buying motion of thumbing through print catalogs with tech specs and part number tables is not how Gen X/Y and Millennials shop.</p> <p>Your customers’ digital standards are defined by their B2C experiences. The basics are becoming competitive advantages (see Amazon’s ease-of-return process). If you are not offering these same levels of service, they will take their business elsewhere.</p>

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006	Monday, 9:30-12:15 PM	Time Management for Improved Individual & Team Performance and Increased Work-Life Balance	Anne Patterson	Leadership/ Professional Development	Foundational	Next to its people, time is the most valuable asset a company has. Next to our health, time is the most valuable asset we have as individuals. Yet today’s world seems set on robbing us of time on both fronts, a daily barrage of disruptions and distractions that de-focus us on completing our tasks, reaching our goals, and at the end of the day sending us to bed to endless tossing and turning driven by a sense of frustration and lack of accomplishment. This workshop will focus on building a foundational toolset that put us back in control of our hours and days, achieving what we set out to do both as individuals and as team leaders, regaining a sense of accomplishment and satisfaction in both our professional and our personal lives. Recognizing that effective time anagement comes with years of experience and growth, this workshop offers a scan of recognized methods and practices to lay a foundation for the long-term. For the workplace, topics include goal setting, running effective meetings, managing hybrid (remote & in-person) teams, motivating and retaining top talent. And because confident leaders come from confident individuals, we’ll also address topics related to work-life balance, including improving focus, controlling distractions, managing stress, and dealing with conflict.
007	Monday, 9:30-12:15 PM	The Nobel Calling of Distribution	Dirk Beveridge	Management	Intermediate	In today’s complex, ever-changing environment, leaders are learning that the very nature of leadership is rapidly being redefined by the social, technological, and demographic forces creating new customer and employee expectations. Leaders must look beyond solely managing performance and productivity to focus on purpose and impact in this modern world. The human element of leadership has become the true north for today’s leaders. This optimistic and forward-looking presentation introduces lessons and tools that will inspire you to lead with what Dirk describes as a noble calling. Throughout this workshop Dirk will introduce qualified data that shows leadership is at an inflection point - we are being called to lead differently. He’ll also share inspiring and insightful case studies of leaders from Distribution Strategy and beyond, who are setting the standard.
008	Monday, 9:30-12:15 PM	Cybersecurity: What Future Leaders Must Know to Protect Themselves and Their Organizations	Mike Foster	Management	Foundational	Every minute of every day, someone is trying to exploit the security systems that protect a company’s information technology systems. Do you know how to keep your organization and their data safe? In this eye-opening workshop, Mike will help you understand the threats that lurk, as well as give you the tools and information to make positive changes in your organization’s IT practices. UID participants will learn how to protect their companies from various threats, including: Being held hostage by ransomware; Keeping the trust of their customers; Avoid legal fees for lawsuits and legal battles; Losses related to wiring money to wrong accounts; Exposing sensitive data that can result in enormous fines; Leaking of trade secrets and intellectual property to competitors; Avoid losing future business because of brand devaluation after a breach; Having their systems locked, preventing them from delivering products or services; and Credit card breaches that can result in massive fines and the inability to process card payments. Participants will leave this workshop with the know-how they need to keep their organizations secure.
009	Monday, 1:00-4:30 PM	The Emotional Intelligence (EI) Lab	Patty Leeper	Leadership/Professional Development; Management	Foundational	In an interview with Harvard Business Review, Daniel Goleman—psychologist and best-selling author—said that the most effective leaders are “alike in one crucial way: they all have a high degree of what has come to be known as emotional intelligence.” In this workshop, participants will learn about EI—how to create conditions in and around them for getting the best results from themselves and their teams. The program is called a lab because it’s experiential and interactive. It introduces tools and strategies that need time to take hold—it’s not a one and done program. Participants will be encouraged to take their learning out into the world to practice and live it.
010	Monday, 1:00-4:30 PM	Value-Added Selling: How to Sell More Profitably by Competing on Value, Not Price!	Paul Reilly	Sales	Intermediate	Today’s sellers face familiar challenges at unprecedented levels. Markets are flooded with tough competitors selling similar products and services. With the commoditization of products and services, customers become increasingly price sensitive. Technology has created even more competition and pricing transparency. It’s no wonder that selling value remains one of the greatest challenges facing today’s sales professional. This this workshop Paul will introduce you to Value-Added Selling. You’ll learn several ideas that will help you implement this go-to-market strategy. He will address several key questions: What sets you apart from your competitors? Why should customers buy from you? How can you get them to return to you again and again? What if I told you that you can compete aggressively and outsell the competition while maintaining your profitability? You can compete aggressively and profitably based on your total value and not on price.
011	Monday, 1:00-4:30 PM	What Wining Teammates Do Differently--How to Improve Your Value & Impact	Sean Glaze	Leadership/ Professional Development	Intermediate	Every member of your team needs to develop valuable interpersonal skills and awareness - because people who can build trust with others and inspire others to work more effectively will enjoy a significant competitive advantage. This program reveals the behaviors that improve organizational teamwork – so you have better days and enjoy better results! Sean will share a few captivating stories, powerful content, and high-energy interaction, to deliver a program that equips you and your people to become better teammates. You will leave with actionable steps to positively impact your team performance. You will learn how to take personal ownership of results, build deeper relationships with your people, share meaningful appreciation, and succeed more consistently in highly competitive environments.

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012	Monday, 1:00-4:30 PM	Intentional Conversations: What Science Teaches Us About Better Communication Skills & Improved Sales Pitches	Jamie Turner	Leadership/ Professional Development	Intermediate	Would you like to improve your communication skills? Do you want to do a better job connecting with your prospects and customers? Would you like to learn science-based techniques you can use to close more deals, work with teammates more effectively, and grow your sales? The world's top executives understand the science behind effective communication and persuasion skills. They also know what backfires when it comes to communicating with customers and prospects. If you'd like to become a more effective salesperson, team leader, or employee, then don't miss this interactive, fast-paced workshop by internationally recognized author, professor, and TV news contributor Jamie Turner.
013	Monday, 1:00-4:30 PM	The Tax Law is Changing	Roman Basi	Management	Advanced	In this workshop Roman will cover the major changes to the tax law that have been enacted and proposed. A U.S. Treasury document (the "Green Book") details the Biden Administration's proposed tax law changes, including: an increase in both personal and corporate tax rates; changes to taxation of investment real estate; and changes to partnership taxation. Additionally, the Inflation Reduction Act has allocated \$80 billion to the IRS to increase collections and enforcement.
014	Monday, 1:00-4:30 PM	Tool Up: How to Select, Implement, and Manage Software so Your Technology Works for You	Anne Patterson	Distribution Strategy	Foundational	Today's Small to Medium Enterprises (SME's) have an unprecedented selection of software solutions. And cloud-based hosting has virtually exploded the number of options. But with the plethora of alternatives comes the challenge: how to select the solution that best fits your company's needs? And once selected, how to implement – without bleeding the organization's budget and bandwidth? And once implemented, how to leverage to move the needle on operational performance? In this workshop, three topic areas will be covered: (1) Software selection: Know what you need: clearly define your must-have's and nice-to-have's BEFORE you start looking for solutions. [A sample needs analysis template will be provided to students.] Where to look? What to look for? Cloud vs server? 2) Implementation: The recipe for success, from team structure and accountabilities to phased implementation options, including remote vs in-person implementations. (3) After Go-Live: Making the software deliver on its promise. How to measure success. How to leverage the tools and resources for continuous improvement.
015	Monday, 1:00-4:30 PM	Human Centric Leadership	Dirk Beveridge	Leadership/ Professional Development	Foundational	What you do is important! In fact it is noble. In the day-to-day rush of business we often have our heads down doing what needs to be done to meet customer needs. As a result, work becomes 'work' and we tend to lose sight of the importance and nobility of what we do in Distribution Strategy. As the backbone of our country and as the third largest economic engine on the planet, Distribution Strategy supplies America with every conceivable need we have. It is important that leaders first recognize this importance and continually remind their team. In a post pandemic world people are yearning for purpose, meaning, and to know that they are making an impact. All of those can be found in the four walls of your business. In this workshop Dirk will remind us all of our WHY and how you can use that WHY to inspire your team.
	75	What Really Matters...for Executive Leadership	Joe Ellers	Management (Incl HR) (Incl H	Intermediate to Advanced	<p>The recent social and economic crises which have gripped the world have only strengthened the need for clarity at the top levels of every organization. Possibly the most important question facing every business leader is the question: Where do I focus the efforts of our organization?</p> <p>While there are definitely "artistic" elements of leadership, most organizations that are successful over-time (and generations) rely on processes. In this program, we will look at the specific areas where both clarity and cohesion are required to overcome current obstacles: Strategy, Goals, Metrics, Structure, People, Reward systems, Policies, processes and procedures, Resources, Culture, Consistency</p> <p>By the end of the session, the participants will have a draft plan that they can bring back to their organization.</p>
016	Tuesday, 8:00-11:30 AM	How to Strengthen Your Sales Team's Selling Skills	Jim Pancero	Sales	Intermediate Advanced	This interactive workshop Jim will show you, as the leader of your team, the selling skills you most want and need within your reps in today's post-virus, hyper-competitive selling environment. You will learn the evolution of selling explaining why so many of your senior sales reps are still stuck in outdated and ineffective selling philosophies. We will discuss the selling skills you most value in the next sales rep you hire. You will also learn the five most critical selling skills (in addition to product knowledge) your team needs to achieve long-term selling success. A detailed workbook/action guide will be provided to help you take these ideas back to share with your sales team that includes a twenty-question evaluation of a sales rep's selling skills.
017A	Tuesday, 8:00-11:30 AM	Improving the Bottom Line (Part 1)	Albert D. Bates, Ph.D.	Distribution Strategy	Intermediate	Part 1 - highly recommended that participants register for Part 1 and 2. Only about 10% of all companies make as much profit as they should. This is true across almost all industries. In this workshop, Al will demonstrate for you 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.
017B	Tuesday, 1:00-4:30 PM	Improving the Bottom Line (Part 2)	Albert D. Bates, Ph.D.	Distribution Strategy	Intermediate	Part 2 - highly recommended for those attending Part 1. Only about 10% of all companies make as much profit as they should. This is true across almost all industries. In this workshop, Al will demonstrate for you 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.

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018	Tuesday, 8:00-11:30 AM	Re-igniting Your SPARRK! The Power of Positivity: It' GO Time!	Gail Alofsin	Leadership/ Professional Development	Intermediate	Your attitude is 100% on YOU. No question. There will be obstacles in your life; roadblocks and situations challenging you to unfathomable extremes. YOU are YOUR Choices. Your positive, realistic and optimistic mindset yields a competitive advantage. Positivity unites – enhancing the spirit of an organization. Positivity creates a powerful connection between your company, clients and colleagues. Your motivation and YOUR Ikigai will be the catalyst to enhance your Personal Brand (PB) and Emotional Intelligence (EI). Create the life you want with a focus on relationships and outcomes yielding productivity, joy and profit. You are your company. You are personally responsible for attitude you assume and the actions that lead YOUR life. Start today with the Power of Positivity. What are YOU waiting for?
019	Tuesday, 8:00-11:30 AM	Balancing Customer Service, Inventory Investment and Profitability	Matt Schreibfeder, Jon Schreibfeder	Distribution Strategy	Intermediate	<p>The goal of effective inventory management is to meet or exceed your customers’ expectations of product availability with the amount of each item that will maximize your profitability. In this workshop you will learn more tactics to help you understand your customers’ needs, develop and maintain a realistic budget for your investment in stock inventory, understand how to buy at the lowest “total cost”, and utilize meaningful profitability measurements. Your presenters will also demonstrate how to maximize the productivity and profitability from your largest asset: stock inventory.</p> <p>Key elements of will include: accurately forecasting future demand of products, managing anticipated lead times in a time of supply chain chaos, an explanation of the key elements in a replenishment system, determining customer service level goals for various segments of your inventory, analyzing whether you should take advantage of vendor offers, and key metrics of inventory and customer service performance</p>
020	Tuesday, 8:00-11:30 AM	Customer Pricing & Profitability	Colin Dees	Operations, Sales	Intermediate	In this workshop Colin will cover the concepts associated with a fresh assessment of current customer pricing setup and management structure including techniques in using relevant data for planning, controlling, and decision making are taught. Colin will also do a deep dive into understanding customer and product segmentation, how to more effectively assign or allocate pricing and margins, developing strong practices for setting up a price matrix, and learning about industry best practices. Excel and Data Analytics will be used throughout the workshop, highlighting the importance of these in practical application.
021	Tuesday, 8:00-11:30 AM	Personal Leadership & Time Management	Steve McClatchy	Leadership/ Professional Development	Intermediate	Understanding the psychology of what drives every decision you make empowers you to spend more of your time on the things that actually improve your life and your business, not just maintain them. Consistently improving your life and achieving your goals is not easy. The problem is that goals mean improvement, and improvement means change, and change is not always welcome. Just as a business must never stop learning, improving, and innovating to lead in the marketplace, as individuals we are faced with this same challenge. In this presentation you will learn which decisions accelerate your success, increase your engagement, reduce your stress, prevent burnout and restore the feeling of balance. Steve’s infectious energy and thought-provoking style will inspire you with specific actionable content that you can put into practice immediately. If you are interested in learning a decision-making system that can help you achieve more, overcome obstacles, and help you embrace the change that comes with improvement, this is a “don’t miss” presentation.
022	Tuesday, 8:00-11:30 AM	<i>Be the Brand</i> : Inspiring Your Employees to Live Your Values and Deliver Your Promise	Steve Yastrow	Marketing	Inetermediate Advacned	In today’s competitive world, basic customer service is not enough. To differentiate your company from the competition you need your employees to represent your company, with enthusiasm and conviction, every time they interact with customers. In this workshop Steve will show you what it means to inspire your employees to “Be the Brand,” and how you can motivate everyone on your team to live your values and deliver your promise. Steve will share ways to determine the optimal employee behaviors that support your brand promise, and how to ensure that your employees use those behaviors in every one of their interactions with customers, and with each other. You will walk away from this session with action-oriented ideas you can take back to your company, so you can inspire your employees to “Be the Brand.”
023	Tuesday, 1:00-4:30 PM	How to Accelerate Your Competitive Advantage in Today’s Hyper-Competitive Markets	Jim Pancero	Sales	Intermediate Advanced	During this workshop, Jim will explain how the four most disruptive post-virus shifts in selling today are impacting your sales team (and what you as their sales leader can do about it). You will learn the five best things you can do right now to stabilize and grow your business in today’s unstable markets. You will also learn how you can strengthen and improve your team’s “Why buy” selling message. A detailed workbook/action guide will be provided to help you take these ideas back to share with your sales team that includes a ten-stepped outline you can use to lead your team to a stronger message of value and uniqueness.
024	Tuesday, 1:00-4:30 PM	Re-igniting Your SPARRK: Leadership Through a New Lens	Gail Alofsin	Leadership/ Professional Development	Foundational	<p>Set your compass on success as we focus on SPARRK! From “Showing Up” to “Kaizen.” We will explore seven strategies to assist you and your team with YOUR leadership skills in navigating a YOUR ever evolving and ever-changing world of work!</p> <p>This impactful workshop will leave you feeling positive, energized, and motivated to focus on what you do best. Higher productivity, employee engagement, customer retention, renewed passion, extraordinary focus, and legacy results for Leaders at ALL Levels.</p> <p>SPARRK Leadership? It starts with YOU! Let’s Go!</p>

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025	Tuesday, 1:00-4:30 PM	Effective Warehouse Management	Matt Schreibfeder, Jon Schreibfeder	Distribution Strategy	Intermediate	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 workshop, 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. Topics will include: efficient warehouse layouts, having the “right” people in the “right” job, best practices in organizing and processing warehouse activities, preventing errors, maintaining a safe and productive work environment, selecting appropriate storage units, determining the space required to stock each item, equipment selection, and metrics to monitor warehouse performance.
026	Tuesday, 1:00-4:30 PM	Purchasing, Replenishment, & Advanced Inventory Management	Colin Dees	Distribution Strategy	Advanced	In this workshop, Colin will cover advanced purchasing, replenishment, and inventory management methods to include advanced demand forecasting, lead time management, order cycle analysis, and other key business analytics for key decision-making strategies. Other topics to be addressed are replenishment strategies for re-Distribution Strategy and/or hub and spoke decision making with real world examples.
027	Tuesday, 1:00-4:30 PM	Leading Relationships	Steve McClatchy	Leadership/ Professional Development	Foundational	Communicate Effectively, Resolve Conflict, Hold Others Accountable & Lead High Performance Business Relationships If you are in business today you are in the business of relationships. The skills of communicating effectively, working with diverse multi-generational teams, setting expectations, giving and receiving feedback, gaining commitment, resolving conflict, and getting others to follow through can be the most important skills you will ever develop as a leader. In this presentation you will learn the keys to success in each of these areas and how to build relationships strong enough to handle the pressures and tensions inherent in creating, building, leading, and sustaining a fast-changing, high-performance organization. This presentation is guaranteed to change the way you work, interact, communicate, solve problems, and accomplish work through others.
028	Tuesday , 1:00-4:30 PM	The Steps You Can Take to Improve Your Customer Experience	Steve Yastrow	Marketing	Inetermediate Advacned	Since writing his book Brand Harmony nearly 20 years ago, Steve has had the opportunity to help hundreds of companies improve their customer experiences. In this workshop he will cover the key steps in creating a more-unified customer experience that drives customer loyalty. You’ll learn how to identify gaps in your current customer experience, how to prioritize which parts of your customer experience should be improved, how to get your whole team onboard as you make improvements, and how to ensure your company follows through on improving your customer experience. The result of creating a more unified customer experience: Your customers love you more, your employees are more engaged, and your business improves.
029	Wednesday, 8:00-11:30 AM	Market Judo – the Secret to Success in B2B	Steve Deist	Sales Marketing	Intermediate Advanced	In this workshop participants will learn how to combine these dynamics with their existing understanding of customers to create compelling value propositions. We’ll connect the dots between these value props and sales, marketing, branding and strategy. Each concept is covered with specific examples of success from the real world. We’ll cover the fundamentals of marketing: segmentation, targeting and positioning (STP). We’ll show how to apply these concepts in a practical way, that students will be able to use immediately. Although this methodology is not widely known, it has proven to be highly successful in wholesale distribution.
030	Wednesday, 8:00-11:30 AM	Communicate to Motivate & Lead Any Organization or Team to High-Performance	Skip Weisman	Leadership/ Professional Development	Foundational Intermediate Advanced	In this workshop, participants will engage in deep dive discussions on each of The 3 Primary Communication Sins and explore a leadership communication model that is a core fundamental of the communication style of best coaches and leaders at the highest level of the sporting world. ↑ Through interactive activities participants will have an opportunity to assess their approach to their own leadership communication against that model and identify specific ways they can improve in key areas as well as learn, and leave with, a specific framework and a script template to deliver a conversation allowing them to exert positive influence in a request for any type of behavior, attitude, or performance change.↑
031	Wednesday, 8:00-11:30 AM	Make it a Process...Key Elements of Sales Management	Joe Ellers	Sales	Intermediate to Advanced	The role of sales management has changed over the past 25 years. The primary change is a shift from customer relationship management to the need for more focused, proactive sales effort. In this workshop Joe will address the core elements of effective sales management including a set of specific tools that can be implemented immediately: The Sales Planning Matrix; Product/Market Focus; Target Accounts (and Prospects); Calendar Management; Opportunity Management; and Joint Calls. Participants will be challenged to develop a draft sales plan, during the class setting.
032	Wednesday, 8:00-11:30 AM	Get the Meeting No One Else Can: Discovering the Right Opportunities & Decision Makers, at the Right Time, with the Right Message	Sam Richter	Sales	Intermediate	In today's world, it's no longer enough to be interesting. To succeed in sales, you must be interested. What's important to the other person? How do your solutions align with their goals? What relevant value can you provide in every interaction that they care about? Discover the world of sales intelligence and how to find the answers you need – using the tools you already use every day like Google and social media - to identify new sales opportunities, find decision makers, and implement the value-based strategies you need to differentiate and win in today’s highly competitive environment. This high energy, motivating, jaw-dropping, incredibly high-content workshop delivers practical, proven strategies, tactics and resources you will immediately use to dramatically improve your sales and business performance.
033	Wednesday, 8:00-11:30 AM	Managing Risk and Spend in the Global Supply Chain	Thomas Cook	Distribution Strategy	Foundational Intermediate Advanced	All business executives involved in international business require skill sets in risk and spend reduction. This seminar will frame the issues in global trade that impact risk and spend with a detailed focus on contemporary solutions that could be utilized. Real life examples and case studies will be discussed, making this a highly interactive workshop. Tom will also address issues of concern related to a Post-Pandemic World and the interface has morphed in the last 2½ years.

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034	Wednesday, 8:00-11:30 AM	The People Productivity Equation: Strategic Recruiting and Hiring	Kathryn Newton, Ph.D.	Management	Foundational Inetermediate	Employee wages and benefits represent a huge dollar investment for most employers, yet they rarely invest a commensurate amount of time and energy on selecting and retaining them. In this workshop you will learn how to take a "systems" viewpoint of the organization, learning tools to identify productivity gaps in your firm and evaluate changes needed in a pandemic-prone world. Balancing employee activities such as recruiting and hiring great people, onboarding, and using technology and engagement to gain employee impact are critical to maintaining high productivity. You will also learn key strategies to consider for compensation, and the newest perks you must offer to hire the best employees.
035	Wednesday, 8:00-11:30 AM	Brain-Friendly Communication for the Salesperson	Daniel McQuiston, Ph.D.	Sales	Intermediate	The field of sales has often been considered more art than science where successful salespeople developed their own brand of self-taught, trial-by-error, school of hard knocks approach. About the only thing salespeople could agree on was that perseverance was at the heart of sales success. With the advent of the MRI in the late 1970's and the subsequent research on how the brain works it fostered, we now have a better understanding of the factors that influence customer decision making. In this workshop Dan will first outline the key factors in understanding about how the brain makes decisions. The discussion will then shift to communication principles salespeople can employ to make their sales presentations more effect and will conclude with some interactive exercises where participants will have a chance to try their hand at 'brain-friendly sales communication'.
036	Wednesday, 1:00-4:30 PM	Max Out Margins with Strategic Pricing	Steve Deist	Sales	Intermediate Advanced	Better pricing is one of the fastest ways to put more money on the bottom line. But...pricing changes can be complex and risky. During this workshop, we will outline the steps to build a world-class pricing program that will grow profit while managing short- and long-term risk. We will also cover key areas of pricing optimization starting with strategies and tactics for aligning your pricing with the market and your company goals. We review different approaches and concepts, including commodity leadership, value based vs. cost based pricing, and functional discounting. A properly designed pricing strategy must be based on customer segments, so this session provides a framework for effective segmentation. We review best practices for implementation based on the instructor's extensive experience with large scale pricing projects. This workshop is interactive with individual exercises and a workbook to help students relate each topic to their own situation as we go. The workbook contains supplemental material for ongoing self-study.
037	Wednesday, 1:00-4:30 PM	The Myth of Teamwork & How to Create a Real Team that Delivers Championship Level Results	Skip Weisman	Leadership/Professional Development	Foundational Intermediate Advanced	In this workshop we will explore the common threads between teamwork on the athletic field and teamwork in a business setting. Through interactive activities participants will discuss state-of-the-art "team building" concepts leading them to their own conclusion about the value of moving away from the myth of teamwork to a more proactive, positive, and productive definition of teamwork that will generate high-level results. You will leave with a specific process they can take back to their workplace to assess their current teams and create a "team agreement" that will allow them to create a team that delivers championship level results.
038	Wednesday, 1:00-4:30 PM	Creating Your Unique Value Proposition	Joe Ellers	Sales	Advanced	The current competitive environment is tougher than it ever has been. The internet and constant price competition require that each business be clear on the value it offers to its customers—and prospects. During this workshhop, you will hve tools to help solve this equation: Real sales opportunity = Product (or service) you are selling + X. To get the right answer, you have to address several other key questions: What markets/customer allow us to add value?; What specific applications should we target?; What job titles should we contact?; What differentiates our company?; How do we tie the value of the vendors into the equation?; What differentiated value can be added by the sales professional? During this workshop, the participants will be tasked with selecting a product or service and work through the questions so that they have a working model that can be applied throughout the organization.
039	Wednesday, 1:00-4:30 PM	Keep Your Top Talent from Becoming Someone Else's in a Post-Pandemic Workplace	Lisa Ryan	Leadership/ Professional Development Management (Incl HR)	Foundational Intermediate	The impact of COVID-19 has profoundly changed business for good. Not only did companies have to change many of their work practices, but employees have found they have lots more options when it comes to how, when, and where they can get their work done. Even the term "workplace" has potentially become obsolete. Companies that never thought they could (or should) offer remote working opportunities have been forced to do so. Flexible scheduling is no longer a "nice to have," it's expected. Organizations that come out of this pandemic successfully are the ones that integrate and master digital work, community, and collaboration. And yes, this does go for manufacturing and Distribution Strategy. Workers may still have to show up to get their work done, but their mindset has probably expanded to adjust and adapt to new ways of using technology and communicating with each other and with leadership. It's essential for you to have strategies to help employees deal with the fear, frustration, and uncertainty of the new work environment. This workshop will give you the real-world strategies you need to compete in today's employee-centric, post-pandemic economy.

2023 UID Course #'s/Titles/Capacity/Descriptions

Session #	Session Block	Course Title	Instructor	Track	Level of Complexity	Description
040	Wednesday, 1:00-4:30 PM	How to Lead Yourself and Your Teams Through Crisis, Challenge, or Change	Mary Kelly, Ph.D., Commander, USN, CSP, CPAE	Leadership/ Professional Development	Intermediate	In this workshop, Mary will do a deep dive into the tactics of dealing with a crisis, challenge, or change. Whether it is a software update, a leadership change, or a global pandemic, participants Specifically, audience members will: Understand the current and future economic market forces that impact their organizations; Learn the 6 stages of any crisis, challenge, or change, why so many people get stuck in the first 4 stages, and why real leadership (regardless of position) is in stage 6; Internalize the positive reactions that great leaders have when facing difficult circumstances to stay focused, productive, and motivated; Adopt the 12-Month Business Success and Accountability Planner to increase effectiveness, efficiency, and engagement; and Be more productive in less time using the 5-Minute Productivity Plan; Create your own individual development plan for your career advancement with the 5-Minute Leadership Development Plan; Achieve the goals you want with the 5-Minute Goals Plan; Be more effective (at work and at home) and harness different opinions in a healthy way with the 5-Minute Conflict Resolution Plan; Provide helpful feedback in a way that motivates others with the 5-Minute Feedback Plan; Start with tiny habits that create big results using the Tiny Habits Checklist and ebook; Complete the Leader’s Blind Spot Assessment to identify individual strengths and superpowers, as well as discovering areas that may need more attention
041	Wednesday, 1:00-4:30 PM	Innovation Best Practices: Making the Leap Forward for a Distributor	Mike Marks	Management	Intermediate	Many distributors have decided it is time to get ahead of all the increasing industry disruptions. Those that have already started their change process often get stuck in pilot purgatory. This workshop will cover the diagnostics a distributor can use to get the change sequence right, so each investment produces returns to fund the next steps. It will explore the science and discipline to making a business model transition providing an overview of the six interconnected disciplines: capital structure, value propositions, go to market models, organizational structure (roles and incentives), technology and tactics, and management cadence rhythms. Once you understand the diagnostic tools, Change Management is next. Each diagnostic area will include a list of research links for participants to acquire additional insights.
042	Wednesday, 1:00-4:30 PM	Positively Diverse Leadership: The Future of Diversity and Leadership	Kiki Ramsey, Ph.D.	Management	Foundational	Kiki Ramsey has coined this Positively Diverse Leadership™. Creating a true work culture of diversity, happiness and belonging is not impossible. Unfortunately, many leaders don’t know where to start for fear of getting it wrong. The good news is you can have the organizational culture you want where engagement and retention are high, and employees love to come to work. During this workshop, she will share how all this is possible by learning to build meaningful organizational relationships and communicating around issues of DEI and leadership through your strengths!
043	Thursday, 8:00-9:30 AM	Welcome Onboard: How to Keep Your New Hires from Jumping Ship	Lisa Ryan	Management (Incl HR)	Intermediate	You spend time, money and energy to make sure you hire the right people to help your business succeed. Did you know that your new hires decide whether they are going to stay or leave your organization within the first six weeks? This makes your onboarding process the most crucial time to make a good impression on new employees. In this course, you will discover strategies to create an onboarding process that focuses on the long-term successful integration of your new hire into your company. From the first day to the first year, you'll be able to design onboarding guidelines that work for you and your leadership team. If you want to ensure that your new hires stay with you for the long term, this is the workshop for you.
044	Thursday, 8:00-9:30 AM	Master Your World: Today’s Game Plan for Maximum Profits, Peak Productivity, and Top Communication	Mary Kelly, Ph.D., Commander, USN, CSP, CPAE	Leadership/ Professional Development	Intrrmediate	We hear the word leadership a lot around the office. But, do we understand what it means to be a leader – regardless of our job title or our place on the ladder? Leadership isn’t just a plan for the supervisors and CEOs. Leadership is a set of principles that affects every employee, every team member, and every consumer. Leadership is what differentiates the ordinary from the amazing. In this workshop Mary will share some surprising insight into these questions as she guides you through a session that is a true investment in yourself and your career: Understand how leadership creates a productive and constructive team; Learn how loyalty and relationships affect your bottom line; Realize what most employees say they are not getting from their supervisors and leaders that causes them to leave; and Create a culture of dynamic communication.
045	Thursday, 8:00-9:30 AM	The Real World of Distributor Sales Transformation	Mike Marks	Marketing Sales	Intermediate	This workshop is focused on how to improve both the efficiency and the effectiveness of a distributor’s selling efforts. It is easy to describe and hard to do, so the session focuses on specific practices from over 100 distributors that have gone down this path where some have been on it for ten years. Mike will share specifics and name several distributors who are recognized in the field as leaders, both small and large. The session will cover how marketing takes over the front end of the sales pipeline, the specialization of selling roles that separates market making from market serving, the specialization of incentive practices, how to get a CRM to actually work, and how to build a practical light touch sales Management (Incl HR) (Incl HR) and coaching process.
046	Thursday, 8:00-9:30 AM	The People Productivity Equation: How to Practice no Surprise Management	Kathryn Newton, Ph.D.	Management	Foundational	In this workshop Kathy will share a systems approach to maintaining a productive work environment for your employees and learn how to beat the “great resignation.” In 2022, only 24% of Americans believe their managers had their best interests at heart. Learn why no-surprise Management (Incl HR) (Incl HR) is important to changing that viewpoint with key leadership skills. This course will help you manage ongoing change and conflict, as well as provide you the best training tools for advancing your workforce. Lastly, you will discover the number 1 reason employees quit their managers and how the biggest decision you make can prevent that.

2023 UID Course #'s/Titles/Capacity/Descriptions

<u>Session #</u>	<u>Session Block</u>	<u>Course Title</u>	<u>Instructor</u>	<u>Track</u>	<u>Level of Complexity</u>	<u>Description</u>
047	Thursday, 9:45-11:15AM	Everyone's in Sales – It's Mindset and Culture!	Todd Cohen, CSP	Leadership/ Professional Development Sales	Foundational	In today's complex environment, the focus on acquisition, loyalty and retention is critical. Customers see and feel dysfunction when doing business. They respond by finding organizations that demonstrate the ability to work together seamlessly – without conflict and partners who put them first. Internal silos must come down, and a culture that “everyone's in sales” will rise in its place. Everyone's in sales is a mindset that positively permeates the entire organization. A bedrock philosophy is that everyone has the extraordinary opportunity to influence the customer's decision to say “yes” to you. This mindset is called a sales culture. Customers look at behavior and how their needs are met. That response begins with the idea that every “interaction is a selling moment.” Organizations that allow anyone to surrender that belief will see customers switching loyalty, customer retention will fall, jeopardizing growth and profitability. In this workshop Todd will show you HOW to create a powerful organization wide mindset that everyone matters, everyone's in sales and what each person does makes a difference to a customer saying “YES”. Let's guarantee your future.
048	Thursday, 9:45-11:15AM	Master Your World: Today's Game Plan for Maximum Profits, Peak Productivity, and Top Communication	Mary Kelly, Ph.D., Commander, USN, CSP, CPAE	Leadership/ Professional Development	Intrrmediate	We hear the word leadership a lot around the office. But, do we understand what it means to be a leader – regardless of our job title or our place on the ladder? Leadership isn't just a plan for the supervisors and CEOs. Leadership is a set of principles that affects every employee, every team member, and every consumer. Leadership is what differentiates the ordinary from the amazing. In this workshop Mary will share some surprising insight into these questions as she guides you through a session that is a true investment in yourself and your career. Understand how leadership creates a productive and constructive team, learn how loyalty and relationships affect your bottom line, realize what most employees say they are not getting from their supervisors and leaders that causes them to leave, and create a culture of dynamic communication.
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051	Thursday, 11:45-12:45 PM	Defining Your Goals Starts Today, Achieving Your Goals Starts Tomorrow	Jeremy Wall	Leadership/Professional Development	Intermediate	In this closing keynote, Jeremy will ensure that when you return to work, you will know how to implement what you've learned and set your individual goals be. More so, he will provide you guidance on how to take what you have learned to impact the entire company. This keynote is not meant to close out UID, in fact, it's just the beginning of the next step, bringing these lessons back to the workplace. We define success as the achievement of your goals; and during this session you will set those goals for yourself, team, and even the entire company. We will provide you with the frameworks for where to start and how to continually improve your own goal-setting process. Successful managers and leaders use goals to align the entire team around a shared vision of the future; now it's your turn to use goals as a tool to empower those around you to focus on the daily actions and decisions that move the entire company toward success.