

Indiana University / Purdue University

INDIANAPOLIS, INDIANA March 7-11, 2010

17th
Anniversary

University
of INDUSTRIAL
DISTRIBUTION



LIMITED ENROLLMENT
Register Today!

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SERVING THE DISTRIBUTION
INDUSTRY SINCE 1994



For more information or to register online, visit www.univid.org

2010 marks the 17th year that UID has been serving the distribution industry. The University of Industrial Distribution is a concentrated educational program focused on the unique needs of the industrial wholesale distribution industry. Known worldwide for excellence in education, UID is sponsored by the leading industrial distribution professional associations, in cooperation with the Industrial Distribution Program of Purdue University. Working together, these groups take great pride in providing a superior learning experience.

Professional Certificate In Industrial Distribution

UID students can now apply their course work toward earning the **Professional Certificate in Industrial Distribution** awarded by Purdue University. As an industrial distribution professional, the Purdue University Professional Certificate recognizes your achievements and commitment to continuing education.

Students earn 9 CEUs (Continuing Education Units) through Purdue upon completion of 90 hours of approved course work. A minimum of 30 hours (3 CEUs) must be earned through UID course participation. Past UID attendance counts toward your hourly requirement. Additional credits may be derived from courses taken independently or through your trade association.

There are no additional fees to attain the Certificate. For complete information concerning the Professional Certificate in Industrial Distribution, contact Dr. Kathy Newton, Department Chair, Industrial Distribution Program, at 765/494-1101 or email kanewton@purdue.edu or visit the UID website at www.univid.org for more information.

Who Should Attend

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 - Anyone looking for an opportunity to improve personal performance and/or the company's bottom-line!

Program Dates

Monday, March 8, 2010 through Thursday, March 11, 2010.

Location and Accommodations

University Place Conference Center and Hotel

Headquarters Hotel
850 W. Michigan St.
Indianapolis, IN 46202
800/627-2700

Rate: \$129.00 Single / \$149.00 Double plus appropriate taxes

University Place Conference Center and Hotel is located 20-25 minutes from the new Indianapolis International Airport. University Place is host to the National Art Museum of Sport with the Indianapolis Museum of Art, Murat Centre, Circle Center, the Indianapolis Zoo, American Cabaret Theatre and the world famous Indianapolis Speedway also nearby. The conference rate is \$129.00 per night for single and \$149.00 per night for double plus appropriate taxes. To receive this special rate, please identify yourself with the University of Industrial Distribution (UID) when making your reservation. Sleeping rooms at this property are limited, so please be sure to make reservations as soon as possible. *Each UID registrant is responsible for making their own hotel reservations directly with the hotel to receive these special rates. Reservations made after February 14, 2010 at the hotel's discretion regarding availability and rate.*

Self parking and valet parking is available for \$14.00 per day. Check-in time is 4:00 p.m. and check-out is 11:00 a.m. The hotel bell staff will be happy to store your 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 Monday, March 8 through Thursday, March 11.

Dinner is the responsibility of the registrant. In addition to room service, University Place Center and Hotel offers a full service restaurant and a sports bar. Indianapolis boasts a variety of excellent dining choices and night life. Circle Center in the downtown area provides a full array of restaurants, clubs and movies – and is only a short cab ride from the University Conference Center and Hotel. The hotel also supplies a free shuttle service to and from Circle Center.

Welcome Reception

The UID faculty and staff would like to welcome UID attendees at an opening reception on Monday, March 8, 2010. Join staff, faculty and conference attendees for some afternoon cocktails, hors' d'oures and networking from 4:30 pm – 6:00 pm.

UID Networking Happy Hour

March 8-11, 2009 from 4:30 pm – 6:30 pm in the University Place Hotel Bar, *Our Den Sports Bar*. Meet your fellow classmates and association members for the UID drink of the day. Network, discuss class, make dinner plans!

Registration Desk

The registration desk will be located in the Slate Foyer at the University Place Conference Center and Hotel:

Sunday – 5:00 pm – 7:30 pm

Monday through Wednesday – 7:00 a.m. – 4:30 p.m.

Course Materials

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

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

Special Notes

It is imperative that you bring a calculator for courses where noted.

Registrants are not permitted to change course selection on site or better known as "class jumping".

To prevent "class jumping" (attending classes you are not signed up for), each attendee's confirmed class numbers will appear on your name badge as well as on your confirmation.

Suggested Dress and Weather

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

University Certificates and CEUs

At the conclusion of the program, all attendees will receive, via mail, an official *Letter of Completion* issued by the Purdue University awarding 30 hours (3 CEUs -Continuing Education Units) for satisfactory completion of this four-day UID program. These CEUs may be applied toward your *Professional Certificate in Industrial Distribution*. Contact Dr. Kathy Newton, Department Chair, Industrial Distribution Program, at 765/494-1101- or email kanewton@purdue.edu for more information.



UID INSTRUCTORS – MARCH 2010

Jim Ambrose

Jim Ambrose has been directly engaged in the wholesale distribution business for over 30 years. His ability to present the tools and techniques for branch management success by talking about every-day life in the branch has made his workshops in constant demand. Jim has experienced every position in the distribution business, and with an MBA and years of training and development in the industry, he is a popular speaker and trainer. He is the author of NAW's number-one selling publication, *5 Fundamentals for the Wholesale Distribution Branch Manager*.

Albert D. Bates, Ph.D.

As president of the Profit Planning Group, Dr. Bates makes over 100 presentations each year on topics relating to financial planning and marketing. His professional papers have been published in the *Harvard Business Review*, *Business Horizons*, and the *California Management Review*. He also has written a large number of articles for various industry trade associations.

Steve Boyd

Steve Boyd is committed to improving communications. He has won the Toastmasters International Speech Contest, written several books, and published dozens of magazine and journal articles. As a professor at Northern Kentucky University, he teaches speaking and listening courses and is one of the most popular teachers on campus.

Steve Deist

Steve Deist is a Partner with the Indian River Consulting Group (IRCG). He has over 17 years of experience in the wholesale distribution industry. As IRCG's sales process specialist Steve has been responsible for designing and implementing management programs for sales forces ranging in size from dozens to thousands. Prior to joining Indian River Consulting Group, Steve was director of consulting services at a major supply chain software vendor.

Joseph C. Ellers

Mr. Ellers is the director of Palmetto Associates, a management consulting firm. He has worked with more than 1,000 companies specializing in business-to-business selling and multi-line selling environments. He is also a frequent contributor to such magazines as *The PT Distributor* and *Electronic Distribution Today*.

Peter A. Land

Peter A. Land, MS, CSP, CMC, CPCM, operates an international management consulting firm specializing in organizational and human resource development. He has delivered lectures/seminars on a variety of leadership and management topics to over 50,000 attendees on four continents for the past twenty years.

J. Michael Marks

Mike Marks is a Principal with the Indian River Consulting Group and is a Research Fellow of the Distribution Research and Education Foundation of NAW. Mike is recognized for his expertise in one- and two-step distribution, including channel strategies, marketing, and compensation design. In addition to consulting, his experience includes sitting on the Boards of several public and private distribution firms.

William R. McCleave, Jr., Ph.D.

Dr. Bill McCleave, President of W.R. McCleave & Associates, is recognized as a leading expert in Integrated Supply. His firm specializes in relationship management. He was instrumental in the development of a widely adopted text, *MRO Supply Chain Management Guidebook*.

Daniel McQuiston, Ph.D.

Dr. Daniel McQuiston is Marketing Area Coordinator at Butler University. He has an MBA from Bowling Green State University and received his Ph.D. in Marketing from The Ohio State University. Before coming to Butler, he was on the faculty at Indiana University. He has also served as the Director of Executive Education at Butler. Dr. McQuiston has taught executive development programs both domestically and internationally, and consulted with a number of organizations in both the manufacturing and service industries in such areas as strategic marketing planning, sales force development, sales training, and developing and implementing customer service programs.

D. Bruce Merrifield, Jr.

Bruce Merrifield has given over 1,300 presentations for more than 100 trade associations and corporations, and has worked for a growth-by-acquisition distribution company, where he was involved in five acquisition-turnarounds and was the chief operating officer.

John F. Monoky Ph.D.

Dr. Monoky is the principal in Monoky & Associate, a sales and marketing consultant firm and is an active trainer on the faculty of several university executive-development programs. His combination of academic and hands-on industry experience creates a "street smart" approach that allows those who participate in his programs to use the material he teaches immediately.

Kathryne A. Newton, Ph.D.

Dr. Kathy Newton is Professor of Industrial Distribution, and Head of the Department of Industrial Technology at Purdue University. She also serves as the Coordinator of the University of Industrial Distribution. She frequently works with distributors, manufacturers and trade associations nationally and internationally, and is widely published in academic and distribution trade journals. Kathy is one of the primary authors of NAED's "Maximize Your Profit Power."

Jim Pancero

Jim has been directly involved in "business-to-business" selling for over 35 years. Six of those years were spent successfully selling the largest computer systems for the Data Processing Division of the IBM Corporation. During Jim's prestigious IBM career he earned several awards including the coveted "Golden Circle" designation annually awarded to the top 5% of their international sales force. In 1982, Jim founded his advanced sales training and consulting company. Since then, Jim has conducted over 2,500 presentations or consulting days for 500 companies. Jim's work focuses on sales organizations with high priced, large and/or competitively complex products and services.

Tom Reilly

Tom Reilly is president and founder of Tom Reilly Training. Tom has been an owner of a laboratory supply company in Texas and an outstanding salesperson for a chemical company. Tom has presented his pioneering work in value-added selling to thousands of salespeople, managers, and professionals. He has authored 10 books, over 200 articles, a video series, and a CD album.

Don A. Rice, Ph.D.

Dr. Don Rice is a nationally recognized author, lecturer, consultant, and training specialist to the distribution industry. He has authored 9 books and more than 60 trade journal articles. Don provides professional development seminars to more than 2,000 corporate executives each year.

Michael Schatzki

Michael Schatzki is an experienced professional negotiator and since the inception of Negotiation Dynamics(R), he has conducted well over a thousand seminars for businesses, associations and professional groups. Mike is the author of *Negotiation: the Art of Getting What You Want* and of the audio program "The Master Sales Negotiator."

Jon Schreibfeder

Jon Schreibfeder is president of Effective Inventory Management, Inc. (EIM), a firm dedicated to helping manufacturers, distributors, and large retailers get the most out of their investment in stock inventory. Jon is the author of *Achieving Effective Inventory Management – Second Edition* and *Getting it Right – Best Practices in Demand Forecasting for Distributors*.

Tim Underhill

As president of Underhill & Associates, Tim's goal is to improve the profitability of his clients through increased sales and a reduction in operating costs. He serves on value-added task forces for several industrial distribution associations and is the author of *Strategic Alliances, Managing the Supply Chain and Total Cost of Ownership: SupStrat*.

Michael E. Workman, Ph.D.

Dr. Mike Workman conducts presentations and performs consulting work on business leadership and personal development programs. He works on an international scale for distributors, manufacturers, and organizations in sales, marketing, purchasing, negotiations, and operations management in the areas of electronics, mechanical power transmission, and distributor services for marketing, strategic planning, and profitability improvement.



COURSES AT-A-GLANCE



Monday – March 8th

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

Tuesday – March 9th

- 007. Achieving Effective Inventory Management [Schreibfeder]
- 008. From Dull to Dynamic: Transforming Your Presentations [Boyd] **MORNING**
- 009. The Power of the Spoken Word [Boyd] **AFTERNOON**
- 010. Productivity Tactics for Branch Managers [Merrifield]
- 011. Profit Myths in Wholesale Distribution [Bates] **MORNING**
- 012. Managing the Account Portfolio [Monoky] **AFTERNOON**
- 013. Marketing Strategies [Marks] **MORNING**
- 014. Pricing Strategies [Marks] **AFTERNOON**
- 015. Proving Total Cost Savings [Underhill]

Wednesday – March 10th

- 016. Branch & Operations Management for Distributors [Workman]
- 017. Sales Planning for Industrial Distributors [Monoky]
- 018. Real World Branding Strategy for the Industrial Products Manufacturer [Marks] **MORNING NEW!**
- 019. Managing Distributor Sales Activities for the Manufacturer Territory Sales Executive [Marks] **AFTERNOON NEW!**
- 020. Planning and Managing the Distributorship for Greater Profits [Rice]
- 021. Hiring the Right Salespeople [Ellers] **MORNING**
- 022. Improving Profitability thru Joint Sales Calls [Ellers] **AFTERNOON**
- 023. Fundamental Business Skills and Leadership Training For Today's Distribution Branch Manager [Ambrose]

Thursday – March 11th

- 024. Personnel Productivity Improvement [Newton]
- 025. Customers: How to Keep The Best for Life [Rice] **MORNING**
- 026. Increasing Your Sales Force's 'EQ' [McQuiston] **AFTERNOON**
- 027. Negotiation Skills for Distributors [Schatzki]
- 028. New Process of Distribution Sales Management [Ellers]
- 029. Value Added Selling [Reilly]
- 030. Creating Shareholder Value in Wholesale Distribution [Deist] **NEW!**

Monday March 8, 2010

001 Creating a Winning Marketing Plan

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

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

002 Improving the Distributor's Bottom Line

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

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

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

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

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

004 Creating a Competitive Distinction

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

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

005 Leadership and Delegation for Distribution Managers

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

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

006 Differentiating Your Distribution Company – A Winning Strategy

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

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

Tuesday March 9, 2010

007 Achieving Effective Inventory Management

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

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



008 From Dull to Dynamic: Transforming Your Presentations

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

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

009 The Power of the Spoken Word

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

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

010 Productivity Tactics for Branch Managers

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

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

011 Profit Myths in Wholesale Distribution

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

Far too much of what managers “know” about profitability is actually wrong. This session will examine some of the major myths about profitability and how they can harm industrial distributors. Some of the topics that will be covered include: How firms try to grow their sales too fast, leading to major cash flow problems. Why most sales commission plans don’t work the way they are supposed to. Why counting on productivity improvements to drive higher profits will probably be a very long wait. How GMROI and Turn and Earn lead to incredibly bad decisions about inventory. Why inventory carrying costs are always over-stated and the cost of being out of stock are always understated. In addition to the lecture and discussion component of the session, participants will be provided with an Excel template to help them understand how incorrect thinking impacts profits in their own firm.

012 Managing the Account Portfolio

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

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

013 Marketing Strategies

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

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

014 Pricing Strategies

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

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

015 Proving Total Cost Savings

(8:00 am – 4:30 am) Instructor: Tim Underhill

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

Wednesday March 10, 2010

016 Branch & Operations Management for Distributors

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

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

017 Sales Planning for Industrial Distributors

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

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

018 Real World Branding Strategy for the Industrial Products Manufacturer *NEW!*

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

The course has been designed for senior level marketing and sales executives that have responsibility for brand development and management within their respective firms. There are no prerequisites but participants should have previous training or exposure to brand management. This half-day session provides a practical look and framework for both brand development and brand management for industrial manufacturers selling into B2B markets. In the larger world of branding this segment is considered a back water by many, especially on the consumer side. The session has been designed around three major areas of focus. First is a quick review of brand development models and the toolset for the brand manager. The second focus is a conversational examination of what is right and wrong with the current brands in the industrial market. The last focus area is a group discussion applying the tools to specific brand challenges of participants.

019 Managing Distributor Sales Activities for the Manufacturer Territory Sales Executive *NEW!*

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

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

020 Planning and Managing the Distributorship for Greater Profits

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

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

021 Hiring the Right Salespeople

[8:00 pm – 11:30pm] Instructor: Joe Ellers

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

022 Improving Profitability thru Joint Sales Calls

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

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

023 Fundamental Business Skills and Leadership Training For Today’s Distribution Branch Manager

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

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

Thursday March 11, 2010**024 Personnel Productivity Improvement**

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

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

025 Customers: How to Keep The Best for Life

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

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

026 Increasing Your Sales Force’s ‘EQ’

[1:00 am – 4:30 am] Instructor: Daniel McQuiston, Ph.D.

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

027 Negotiation Skills for Distributors

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

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

029 Value Added Selling *NEW!*

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

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

030 Creating Shareholder Value in Wholesale Distribution

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

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

LIMITED ENROLLMENT

Register Today!

UID 2010 REGISTRATION FORM

NAME: _____
COMPANY: _____
BUSINESS ADDRESS: _____
CITY/STATE/ZIP: _____

BADGE NAME: _____
EMAIL: _____
PHONE: _____
FAX: _____

CHECK ONE: Distributor Manufacturer other HAVE YOU ATTENDED A PRIOR UID PROGRAM?: Yes No

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

WHERE/HOW DID YOU HEAR ABOUT THIS UID PROGRAM? _____

Tuition

To take advantage of the Early Registration Discount, your registration must be postmarked, faxed or submitted online by January 16, 2010

- ASSOCIATION MEMBER – US\$995
 NON-MEMBER – US\$1465

If postmarked, faxed or submitted online on or AFTER January 16, 2010, the following tuitions apply

- ASSOCIATION MEMBER – US\$1095
 NON-MEMBER – US\$1565

Please select your 1st (use a "1") & 2nd (use a "2") class choices for each day. Limited space is available and classes fill up quickly.

Monday, March 8, 2010

- __ 01 Creating a Winning Marketing Plan
__ 02 Improving the Distributor's Bottom Line
__ 03 You Can Always Sell More – How to Improve Any Sales Force
__ 04 Creating a Competitive Distinction
__ 05 Leadership and Delegation for Distribution Managers
__ 06 Differentiating Your Distribution Company: A Winning Strategy

Tuesday, March 9, 2010

- __ 07 Achieving Effective Inventory Management
__ 08 From Dull to Dynamic: Transforming Your Presentations – **MORNING**
__ 09 The Power of the Spoken Word – **AFTERNOON**
__ 10 Productivity Tactics for Branch Managers
__ 11 Profit Myths in Wholesale Distribution – **MORNING**
__ 12 Managing the Account Portfolio – **AFTERNOON**
__ 13 Marketing Strategies – **MORNING**
__ 14 Pricing Strategies – **AFTERNOON**
__ 15 Proving Total Cost Savings

Wednesday, March 10, 2010

- __ 16 Branch and Operations Management for Distributors
__ 17 Sales Planning for Industrial Distributors
__ 18 Real World Branding Strategy for the Industrial Products Manufacturers – **MORNING NEW!**
__ 19 Managing Distributor Sales Activities for the Manufacturer Territory Sales Executive – **AFTERNOON NEW!**
__ 20 Planning and Managing the Distributorship for Greater Profits
__ 21 Hiring the Right Salespeople – **MORNING**
__ 22 Improving Profitability through Joint Sales Calls – **AFTERNOON**
__ 23 Fundamentals of Business Skills and Leadership Training for Today's Distribution Branch Manager

Thursday, March 11, 2010

- __ 24 Personnel Productivity Improvement
__ 25 Customers: How to Keep The Best for Life - **MORNING**
__ 26 Increasing Your Sales Force "EQ" – **AFTERNOON**
__ 27 Negotiation Skills for Distributors
__ 28 New Process of Distribution Sales Management
__ 29 Value Added Selling
__ 30 Creating Shareholder Value in Wholesale Distribution – **NEW!**

Payment (in US Dollars)

- Check enclosed—made payable to: The University of Industrial Distribution
 Charge to my: VISA MasterCard AMEX

Account #: _____ Exp.Date: _____

Name on Card: _____ Verification Code: _____

Signature: _____

Mail completed registration form to 105 Eastern Avenue, Suite 104 Annapolis, MD 21403 or Fax to 410/263-1659 or you may register online at www.univid.org.

Due to the volume of registrations, we are unable to acknowledge receipt of faxed forms – Please do not call.

Your confirmation will be mailed within two weeks of receipt of your registration

Important Deadlines

January 16, 2010 – Registrations must be mailed, faxed or submitted online to take advantage of the discounted early registration fee.

February 14, 2010 – Reservations must be made directly with the hotel prior to 5:00 p.m. Central Time to receive the UID rate.

General Rules and Regulations:

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

Cancellation Policy

Cancellations must be received in writing by February 14, 2010. UID will refund the cost of tuition minus a processing fee of US\$100. No refunds will be given after this date. A substitute registrant may be sent.



Complete this form and Submit Via Fax to 410-263-1659 or register online at www.univid.org

CLASS SCHEDULE

Monday, March 8, 2010

Creating a Winning Marketing Plan
Improving the Distributor's Bottom Line
You Can Always Sell More – How to Improve Any Sales Force
Creating a Competitive Distinction
Leadership and Delegation for Distribution Managers
Differentiating Your Distribution Company: A Winning Strategy

Tuesday, March 9, 2010

Achieving Effective Inventory Management
From Dull to Dynamic: Transforming Your Presentations – MORNING
The Power of the Spoken Word – AFTERNOON
Productivity Tactics for Branch Managers
Profit Myths in Wholesale Distribution – MORNING
Managing the Account Portfolio – AFTERNOON
Marketing Strategies – MORNING
Pricing Strategies – AFTERNOON
Proving Total Cost Savings

Wednesday, March 10, 2010

Branch and Operations Management for Distributors
Sales Planning for Industrial Distributors
Real World Branding Strategy for the Industrial Products Manufacturers – MORNING – NEW!
Managing Distributor Sales Activities for the Manufacturer Territory Sales Executive – AFTERNOON – NEW!
Planning and Managing the Distributorship for Greater Profits
Hiring the Right Salespeople – MORNING
Improving Profitability through Joint Sales Calls – AFTERNOON
Fundamentals of Business Skills and Leadership Training for Today's Distribution Branch Manager

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Personnel Productivity Improvement
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Increasing Your Sales Force "EQ" – AFTERNOON
Negotiation Skills for Distributors
New Process of Distribution Sales Management
Value Added Selling
Creating Shareholder Value in Wholesale Distribution – NEW!

UID SPONSORS

AMTDA American Machine Tool Distributors Association
ASA American Supply Association
AVDA American Veterinary Distributors Association
AHTD Association for High Technology Distribution
BSA Bearing Specialists Association
DHI Door and Hardware Institute
EFC Electro-Federation of Canada
FPDA The Fluid Power Motion & Control Network
FEDA Food Equipment Distributors Association
FISA Food Industry Suppliers Association
GAWDA Gases and Welding Distributors Association
HARDI Heating, Airconditioning & Refrigeration Distributors International
ISD International Sealing Distribution Association
ISA Industrial Supply Association
IAPD International Association of Plastics Distributors
ISSA International Sanitary Supply Association
MHEDA Material Handling Equipment Distributors Association

NAHAD The Association for Hose and Accessories Distribution
NACD National Association of Chemical Distributors
NAED National Education & Research Foundation
NAFCD National Association of Floor Covering Distributors
NEDA National Electronic Distributors Association
NFDA National Fastener Distributors Association
NBMDA North American Building Material Distribution Association
NAWLA North American Wholesale Lumber Association
NPTA NPTA Alliance
OPEESA Outdoor Power Equipment Engine Service Association
PIDA Pet Industry Distributors Association
PEI Petroleum Equipment Institute
PTDA Power Transmission Distributors Association
SEDA Safety Equipment Distributors Association
SHDA Security Hardware Distributors Association
STAFDA Specialty Tool & Fastener Distributors Association
WFFSA Wholesale Florist & Florist Supplier Association

