

ERA today



ELECTRONICS REPRESENTATIVES ASSOCIATION SOUTHERN CALIFORNIA CHAPTER March 2010 Newsletter

Our March 23 Chapter Event

5 Sales Tools That Win with Bryan Shirley, CPMR



THE 5 SALES TOOLS

Bryan taught us how to use these...

1. The Call Organizer
2. The VIP Package (Visiting Important Principal)
3. NBO Tracking (New Business Opportunities)
4. MAP (Monthly Action Plan)
5. Year End Principal Letter (An important marketing tool)

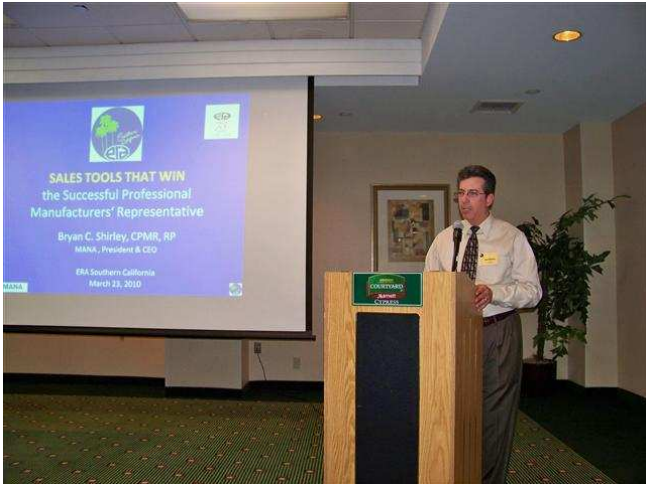
He made it clear he didn't invent all of them, just put them into a useful group. They are basic tools to optimize sales efforts and improve relations with customers and principals. Using them, everyone in a rep firm can immediately improve their results.

One technique Bryan used to keep our attention was to have us change our watches to the opposite wrist and then a while later he asked us about the time.

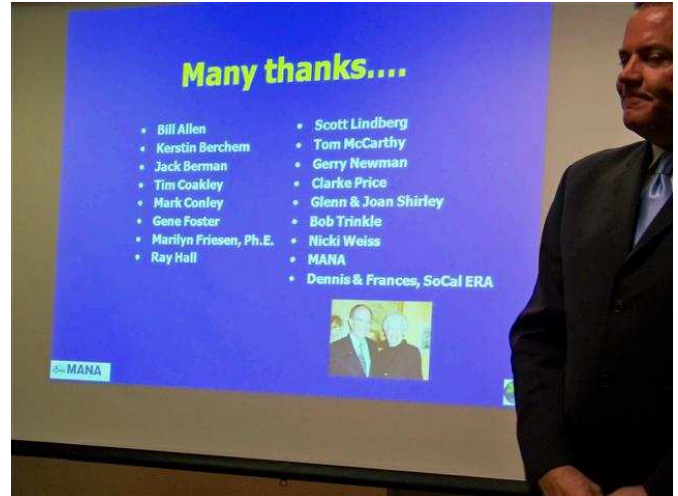
Following the five tools, he added the equally important **7 THINGS FOR YOUR REP FIRM TO HAVE AND TO DO**

- 1- Mission/Vision, Ethics, Philosophy
- 2- For real planning with for real follow up
- 3- Communications/technology tools- the best !
- 4- Operational systems (#'s and \$'s mostly)
- 5- Great sales management (even of you)
- 6- Marketing and branding
- 7- Productive fun !

It was a great session and a lot of fun for everyone.



Chapter Vice President Jay Walters introduced Bryan.



The final screen was a thank you to virtually everyone.



Bryan explained the tools fully by using examples.



Jay Walters presented Bryan with a token of thanks.



At dinner, Joe Vasquez, Chuck Waychoff and Tony Bruno of Adhesive Brokers.



Chapter VP Jay Walters of Signal Enterprises with past presidents Steve Goldman and Jay Ownby.



Shows chairman Doug Johnson, past president George Gibbons with San Diego president Marc Chilcote.



John Riordan of Sales & Service, Nesh Dholakia of Nujay, Dean Marxer of Marble, Bill Herold of Conquest.



Frances McGillis, Don Pritchard and chapter president Ed Reese of Motion Components.



Jerry Robbins of TRC Pacific, Lynn Hummer of Mathews Company, Jerry Leth of MANA.



Ted Wiltse of MFS Marketing, Dick Berger of Pica, Gary Schoenbachler of Schoenbachler EMS, John Riordan.



Jim Hill of Hill & Associates, Mindy Cadiz of Astron Electronics and Joe Morreale of Hill & Associates.

Our 2010 Tabletop Shows



Proud Bird Show, March 3, 2010 **More:**
www.erascal.org/ShowPhotos-10/2010PBShow.pdf



Goleta Show, April 20, 2010 **More:**
www.erascal.org/ShowPhotos-10/2010GoletaShow.pdf



Camarillo Show, April 21, 2010 **More:**
www.erascal.org/ShowPhotos-10/2010CamarilloShow.pdf

CPMR CEUs

ERA Chapter Meetings and Owner's Forums can be used for CEUs. It's one more reason to participate.

Owner's Forums

ERA Owner's Forums cover a wide range of rep business operations issues: leadership, company ownership, management, staffing, compensation, buy-sell agreements, disability, succession, dealing with principals and customers, commission issues, etc. These are lively sessions where some issues are "personalized" by participants and used to solve their own problem.



An Owner's Forum table set for twenty-four.

CHAPTER DIRECTORY

Is your directory page up to date? Our chapter directory is the way prospective customers and principals can find member firms by product, manufacturer and company. It is always up to date since information is supplied by members directly to their own page at www.erascal.org



GOVERNMENT AFFAIRS COMMITTEE

Mark Thompson, Chairman

WEBSITE COMMITTEE

Ed Reese, Board Chairman
Jay Walters, Chapter President
Tim Wolfe, Vice President
Bill Perry, Webmaster

2010 Chapter Committees

Committees are at the heart of chapter activities. Members are involved in every aspect of chapter operations. All chapter business is conducted by the chapter office and board of directors with committee input and support.

BOARD OF TRUSTEES

Dan Parks, Chairman
Bob O'Brien, Vice Chairman
Harrison Frank, Treasurer
Bob Baxter, Secretary

BOARD ADVISORS (Past chapter presidents)

Bill Herold, Conquest Technical Sales
Gary Smith, G.L. Smith Associates
Tom Felts, Techrep Components
Steve Geldman, Image Associates

BYLAWS COMMITTEE

Tom Felts
Ed Reese

FINANCE COMMITTEE

Steve Tennessen, Chairman
Ed Reese
Jay Walters
Tim Wolfe

PROGRAMS PLANNING COMMITTEE

Jay Walters, Signal Enterprises, Chairman
Jim Harper, Harper & Two
Tim Wolfe, PMC Technical Sales
Bill Herold, Conquest Technical Sales
Steve Tennessen, Astron Electronics
Bobbie Scobie, O'Donnell South
John Riordan, Sales & Service
Logan Enright, The Enright Company
Tom Scoullar, Bestronics of San Diego

MEMBERSHIP COMMITTEE

Logan Enright, The Enright Company - Chairman

TABLETOP SHOWS COMMITTEE

Doug Johnson, O'Donnell South, Chairman
Dave Snyder, D&D Engineering

OWNER'S FORUM PLANNING COMMITTEE

Harrison Frank, Chairman

OUR CHAPTER

Associations have the power to transform society for the better. The Southern California Chapter ERA produces dozens of educational, and social experiences each year plus professional seminars, business and sales training, and regional trade shows. We publish this newsletter and a weekly email newsletter, provide hundreds of web-based tools and resources, and help members connect via meetings, forums, breakfasts and other activities. For more information: 949-551-5200



FRIDAY BREAKFAST

It's business, and it's social

A tradition since 1996, Friday Breakfast is a fun way for members to meet casually on a regular basis. The information shared is valuable to all. Venues in Chatsworth and Tustin make it convenient for members to participate.

In Tustin

Every Friday at 7:00. Mimi's Cafe,
17th Street at 55 freeway

In Chatsworth

Second Fridays at 7:30. Mimi's Cafe
19710 Nordhoff Place, Chatsworth
A block north of Nordhoff & Corbin



2010 Events

The complete chapter calendar is here:

www.erascal.org/calendar.asp

March 3, – Tabletop Show
THE PROUD BIRD SHOW

March 23, - Chapter Event
SALES TOOLS THAT WIN
With Bryan Shirley

April 20, – Tabletop Show
THE GOLETA SHOW

April 21, – Tabletop Show
THE CAMARILLO SHOW

April 29, - Spring Social Event
TIA JUANA'S SPRING SOCIAL

June 24, - Owner's Forum
INSIDER SECRETS ABOUT THE REP BUSINESS

Wednesday, July 28, - Chapter Event
65 YEARS OF ERA SOUTHERN CALIFORNIA

Wednesday August 4, - Summer Social Event
SAGEBRUSH SUMMER SOCIAL

Thursday, August 26, - Owner's Forum
IMPROVING CASH FLOW & VALUE,
NOW AND FOREVER



ERA SOUTHERN CALIFORNIA

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Frances McGillis, Assistant Director

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