



2021 ERA Virtual Sales Training

Sharpen Your Sales Skills in Today's Market

**SEPTEMBER
21-23**

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ERA Virtual Sales Training

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The 2021 ERA Virtual Sales Training is a new educational program, targeting frontline sales professionals. Over the course of three days, attendees will have the opportunity to attend nine robust 75-minute educational sales training modules covering an array of topics. That's 11 total hours of training! The sessions will be conducted by a mix of high-caliber professional sales training speakers and by industry sales executives.

Attendees can expect a unique blend of tactically-focused sessions that will provide useful takeaways, best practices and key tools aimed toward honing skills for success at sales in today's ever-changing market. All sessions will provide attendees with downloadable checklists and materials that will allow them to implement what they have learned and help them excel at their jobs.

The ERA Virtual Sales Training will give attendees the opportunity to:

- Learn from peers around the country without having to leave your home or workspace.
- Gain insight and knowledge from a variety of industry and professional speakers.
- Have access to on-demand viewing of all educational sessions for 12 months.
- Network and engage with other attendees to create new and lasting connections.

"ERA National is proud to expand its educational offerings with this new initiative. ERA is responding to the call from many of our members for sales training geared toward all skill levels in our rep, manufacturer and distributor communities by taking advantage of a virtual learning environment. Due to its online nature, this dynamic sales course will be accessible to all in our industry."

— Ellen Coan, CPMR, of CC Electro Sales Inc. and VP of Education of ERA's Executive Committee

Program Highlights

This schedule is subject to change. All times listed are Eastern Daylight Time (EDT).

TUESDAY
Sept. 21, 2021
11:00 a.m. – 12:15 p.m.



Sales Prospecting: How to Use Value to Fill the Pipeline

Presenter: Neil Wood, Senior Consultant, The RAIN Group

About the Session

Nothing has changed more in sales in the last decade than prospecting. It is more difficult than ever to get through and get meetings. Based on groundbreaking work from the RAIN Group Center for Sales Research, this session will dive into what works and what doesn't to break through, secure meetings and win sales. If you want to be a top performer in sales prospecting, this session is for you.

In this training module, participants will learn how to:

- Develop a compelling value proposition to get decision makers to accept a meeting.
- Deliver value proposition over the phone, email, social media, etc., to get appointments.
- Work with gatekeepers to drive prospecting success.
- Leverage the power of LinkedIn to develop relationships.
- Establish credibility, rapport and trust early in the sales process.
- Maximize motivation, energy and execution for prospecting.

How to Profile an Account

Moderator: Brooks Mattice, General Manager, Mel Foster Company

Panelists: Lou Copley, Area Sales Director, Avnet Inc.;
Zach DeVillers, CPMR, CSP, Director of Sales, Brainard-Nielsen Marketing;
Bob Gourdeau, Vice President of Sales – Americas, AVX Corporation

TUESDAY
Sept. 21, 2021
1:00 – 2:15 p.m.



About the Session

This moderator-led panel discussion will cover the basics of how to profile an account today. This group of panelists, an expert cross-section of respected industry leaders consisting of a manufacturers' sales rep, manufacturer and distributor, will provide insight to questions such as where and how to start to profile an account. Attendees will walk away from this session with a checklist of best practices to help them start implementing the tools that they have learned immediately.



How to Get More Done: The 9 Habits of Extreme Productivity

Presenter: Neil Wood, Senior Consultant, The RAIN Group

TUESDAY
Sept. 21, 2021
3:00 – 4:15 p.m.

About the Session

Sellers today are more distracted than ever. The never-ending dings, rings and buzzes that interrupt their workflow every few minutes is killing their focus and productivity. And, it is killing your sales results. You need a highly motivated and focused sales team that brings their A-game day in and day out. This session teaches sellers and sales managers how to get more done in the time they have, helping them to achieve exceptional increases in productivity and results.

During this dynamic session, attendees will gain knowledge on how to:

- Maximize motivation, energy and execution for achieving goals and igniting proactivity.
- Re-engineer habits to drive success and happiness.
- Control time with the simplest, most effective time management system.
- Ignore distractions, focus and get in the Extreme Productivity Zone.
- Implement an accountability system to maximize execution.
- Achieve maximum output per work hour by focusing on the activities that get outsized returns.
- Attendees will receive a downloadable Productivity Planner.

Visit [ERA Virtual Sales Training](#) for More Event Details

Program Highlights

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WEDNESDAY
Sept. 22, 2021
11:00 a.m. – 12:15 p.m.



Time and Territory Management

Presenter: Kate Rhoten, CPSC, Executive Director, MRERF/IPA

About the Session

A simple but powerful method to improve sales performance is to assess how effective you and your team are at sales territory management and, specifically, managing your time. Many factors that influence sales results are outside of the sales reps control, but time is the one variable that sales reps have maximum influence over. This session will help you gain insight and understanding on how to best optimize your sales territory management strategy and use your time wisely in this new age of selling to hit your sales goals. Learn valuable tips that will ensure a productive and well-planned territory visit from this session that is taught as part of MRERF's popular CPRM course.

WEDNESDAY
Sept. 22, 2021
1:00 – 2:15 p.m.



Utilizing Search Engines for Lead Generation and Winning More Business

Presenter: Sam Richter, CSP, CPAE, Hall of Fame Speaker, Leading Authority on Sales Intelligence, Bestselling Author

About the Session

In sales, you can get a prospect list, start calling with "A" and ending with "Z" and mathematically, someone will buy. Or, you can find the right prospects, at the right time, with the right message. This jaw-dropping presentation will deliver techniques and resources you can immediately use to find more opportunities and grow your business.

In this session attendees will discover:

- How to use search engines, social media and the Invisible Web as powerful sales and competitive "intelligence agents."
- How to generate opportunities using sales trigger events, so you are calling on the prospects who most likely need your solution, right now.
- How to leverage information in emails, phone calls and social media outreach to make a great impression, ensure relevancy and provide ongoing value.
- The Sales Intel Engine, and how you can use it to automate and implement what Sam will share.

Not Yet Registered?
Visit [ERA Virtual Sales Training](#) to Register Today!

Excel and PowerPoint 101

Excel Presenter: Byron Holloway, Sales Manager and Senior Application Engineer, Fralia Company & Associates

PowerPoint Presenter: Jeffrey Weber, Senior Designer, Laird Connectivity



WEDNESDAY
Sept. 22, 2021
3:00 – 4:15 p.m.

About the Session

In this training module, you will learn the essentials of how to effectively use Excel and PowerPoint tools. This hard-hitting class will provide you with resources and references that you can use to help you be more efficient at your job.

The Excel portion of the session, led by a Microsoft-certified trainer for MS Office products, will teach you how to navigate the program and the fundamental skills you need to successfully use it. You don't need previous experience with Excel to be able to complete this course. This session will start with basic skills, then move to more advanced features and techniques.

The PowerPoint portion of the session, presented by a professional designer, will cover the basics of creating impactful slides. A key to an awesome PowerPoint presentation is to combine good content with great design. Sure, your presentation's content is important, but it is essential to marry it with a great PowerPoint design so that your audience stays engaged. Attendees can expect to learn tips, tools and tricks to help make their presentations stand out from the crowd.



Foundations of Consultative Selling: Leading Masterful Sales Conversations

Presenter: Charlene DeCesare, Certified Sales Leader, Lead Consultant, The RAIN Group

THURSDAY
Sept. 23, 2021
11:00 a.m. – 12:15 p.m.

About the Session

The landscape of buying and selling has changed more in recent years than it has in preceding decades. Buyers are more sophisticated than ever and awash in information. At the same time, executives are searching — often in vain — for new ways to innovate, compete and improve their success. When sellers bring valuable insights and ideas to buyers, they strengthen relationships, differentiate from competition, and win more sales. Focusing on how to lead masterful sales conversations, this session introduces the strategies and tactics that are the foundation of successful selling, and provides you with the skills needed to become top-performing sellers.

Participants will learn how to:

- Lead masterful sales conversations from beginning to end.
- Inspire buyers with ideas that matter to them.
- Use questioning techniques to uncover the full set of customer needs and desires.
- Sell ideas, insights and perspectives that influence the buyer's agenda and inspire buyer action.
- Increase relationship strength by maximizing seller-driven value.
- Use cognitive reframing and disruption questions to open buyers' minds to new ideas.
- Maximize motivation, energy and execution to inspire buyers with new ideas.

Program Highlights

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THURSDAY
Sept. 23, 2021
1:00 – 2:15 p.m.

How to Develop Joint Customer Action Plans Between Sales Reps, Manufacturers and Distribution

Moderator: Walter Tobin, CEO, ERA

**Panelists: Brad Burroughs, East Regional Sales Manager, Ohmite Manufacturing;
Lisa Dietrich, Distribution Sales Manager, Conley & Associates;
John Drabik, Senior Vice President Sales and Product Marketing – Americas, TTI Inc.**



About the Session

With the need for collaboration between sales reps, manufacturers and distributors more important than ever before, this moderator-led discussion, featuring a panel of industry experts, will address the need for, as well as the “how-tos” for successful interaction between all three “legs of the stool” to help service the end customer. The discussion will provide attendees with best practices that will include quoting, buddy calls and doing effective branch product training.

THURSDAY
Sept. 23, 2021
3:00 – 4:15 p.m.



The Six Essential Rules of Sales Negotiation

Presenter: Charlene DeCesare, Certified Sales Leader, Lead Consultant, The RAIN Group

About the Session

Negotiations are all around us. From negotiating an important sales opportunity to negotiating with your kids at bedtime, we are constantly working to reach agreement with others. In this session, participants can expect to learn how to negotiate the best solutions, win sales and enhance the strength of their relationships along the way. Attendees will gain helpful tools and take-aways on how to negotiate the best deals, shorten sales cycles and improve close rates, and receive a downloadable Sales Negotiation Planner.

The learning objectives for this session will cover:

- How to master the 6 Essential Rules of Sales Negotiation.
- Understanding negotiation strategy.
- Planning to win when negotiating.
- Learning to trade and not cave.
- Identifying and responding to buyer negotiating tactics.
- Maximizing motivation, energy, and execution for negotiating the best deals.

How To Get the Most Out of Your Online Experience?

We understand that you might have a lot of questions regarding this first ever online ERA sales training course. Here is a brief overview of the virtual platform to help you prepare.

ERA has partnered with virtual event platform Pathable. This secure, sophisticated, interactive platform provides:

Interactive Education

- Automated email reminders for upcoming sessions
- Live webinars with audience Q&A
- Chat and live polling features
- Speaker materials and checklists available for downloading
- Support feature during live sessions
- On-demand playback allows you to retrieve content even after the conclusion of the event

Attendee Benefits & Networking

- Customize your agenda
- Editable personal profile
- Real-time chats during sessions
- Searchable attendee directory
- Mobile-friendly access
- Send direct 1:1 meeting requests to attendees
- Dedicated social media wall

Session recordings will be archived and made available on the virtual sales training website through September 2022. That's 12 months of access to all educational content!

Q: What equipment will I need?

A: You will need either a computer or a smartphone with access to high-speed internet to log in to the platform, though it's recommended that you access the virtual training event via your computer for the best experience. Browsers recommended: Google Chrome.

Q: How do I log in?

A: Registered attendees can expect to receive an emailed invitation to join the virtual site the week of Sept. 13, 2021.

Q: Do I need a microphone and camera?

A: It is recommended so you can have the best virtual training experience, but it is not required. The chat function can be enabled.

Q: Are all the sessions live?

A: Yes, our goal is to host all sessions live! All sessions are hosted using Zoom. Please have Zoom downloaded to your computer or smartphone prior to the virtual training.

Q: What do I do if I need help during a session?

A: Send an email to conference@era.org. ERA staff will be available on the virtual platform during session hours.

Thank You, ERA Virtual Sales Training Planning Committee

ERA extends its thanks to the following dedicated volunteers who worked tirelessly to develop this online sales training event:

- Chris Beeson, Group Senior Vice President - Electronics, RS Components
- Ellen Coan, CPMR, Vice President Operations, CC Electro Sales Inc. and Vice President of Education of ERA's Executive Committee
- Hugh Daly, Vice President of Sales and Marketing, Metz Connect USA Inc.
- Gary Smith, CPMR, President, G.L. Smith Associates Inc.



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