

## ERA Member Service Action Lines

Avis Car Rental.....era.org (Click the link on the Member Services page.)	
Budde Marketing .....	708-301-2111 buddemarketing.com
Empowering Systems.....	888-297-2750 empoweringsystems.com
ERA Customized Survey Service.....era.org (Click the link on the Member Services page.)	
ERA Teleforum Audio Library .....	era.org
ERA University (online courses).....era.org	
EYOND: MRSware.....	866-795-8386 mrsware.com
Hertz Car Rental .....	era.org (Click the link on the Member Services page.)
JJM Search .....	402-721-6590 jjmsearch.com
MRERF (CPMR/CSP programs).....	mrerf.org
Perfection Data .....	perfectiondata.com
RepCare insurance.....	888-243-0174
Rembrandt Advantage .....	800-292-7182 rembrandtadvantage.com
RPMS software.....	800-776-7435 rpms.com
UPS shipping .....	era.org (Click the link on the Member Services page.)

### Consultants Available for Expert Access

Rep & Mfr. Services: Bryan Shirley, CPMR .....	267-620-6000
Accounting & Taxes: Stan Herzog.....	847-564-1040
Executive Searches: Carla Mahrt.....	402-721-6590
Insurance: John Doyle.....	888-243-0174
Legal: Gerald Newman.....	312-648-2300
Rep Network Mgmt.: Jim Hartranft.....	262-945-9200
Rep Network Mgmt.: Cesare Giammarco .....	401-595-7331
Rep Recruitment: Frederick Myers .....	508-720-3473
Start-ups: Alex Gabbi.....gabbi@globalinnovationvillage.com	
Strategic Planning: Robert Terwall.....	262-496-6506

### Other ERA Services & Publications

(Call 312-419-1432 or go to era.org.)

- Locator Online Directory of Manufacturers' Reps
- Lines Available Service
- Guidelines for: Becoming a Successful Rep; Establishing and Benefiting from Rep Councils; Agreements between Sales Reps and Manufacturers; Agreements between Stocking Reps and Manufacturers; Agreements between Reps and Sub-Reps; Agreements between a Rep Firm and Its Salespeople; Evaluating a Prospective Principal; Evaluating a Prospective Rep; Developing New Markets with Professional Field Sales Reps
- Line Portfolio Evaluation
- Outsourced Field Sales: Adding Value for the Customer (CD)
- Outsourcing Field Sales (Fortune Magazine Reprint)
- The Value of Outsourced Field Sales (EBN Reprint)
- Selling Through Manufacturers' Representatives
- ERA Code of Ethics
- ERA Commitment to Performance (Information and Certificates)
- Recommended Technical Standards for Distribution Point-of-Sale Reporting
- FAQs Manufacturers Ask About Representatives
- Split Influence Recommendations for the Electronics Industry
- State Rep Commission Protection Acts
- Manufacturer Membership (Roster and Information)
- Principal Information Exchange (P.I.E.)
- ERA Membership Pins

### ERA Meetings & Programs

- Board of Directors Meeting - Oct. 28, 2016
- ERA COLT Program - Nov. 1-2, 2016

A book review and recommendation by Dan Beaulieu

## *Sales Manager Survival Guide: Lessons from Sales' Front Lines*

by David Brock  
Copyright: 2016 David Brock  
Price: \$14.95 Kindle edition

### *The perfect handbook for a sales manager!*

This is a perfect book for a new sales manager. It is also important for those of us who have been in sales for many years. The reason? It has everything you need to become a great sales manager. If truth be known, it is the most comprehensive book on sales management I have ever read. This book is not filled with tips, but rather with actual guidelines on how to do things. It is more of an instructional book than a guide book.

Do you want to know how to find and hire the perfect sales person? The answer is in this book. Do you want to work on performance improvement with someone on your team who is not performing up to snuff? The way to do it is in this book. Do you want to set fair and equitable compensation packages? This is the book to use. Do you want to know how to coach a team? The instructions are right here!

How about firing someone? Do you want to learn how to manage your manager, or how to gain listening skills? Do you want to know how to do a successful ride-along with your salesperson? What about learning how to successfully deliver effective performance reviews, how to develop sales tactics, measure your sales team's performance, or plan your future in sales management? This book shows you how to do all of these things and more.

For instance, it teaches you how to manage the top performers, which is not an easy task. You can find the answers to all of these questions in this interesting, provocative and easy-to-understand-and-follow book.



I especially like the author's approach to tough subjects like talking to your salespeople about increasing their sales efficiency and helping them with time management.

This guy gets it, and he is very good at helping us understand it as well. For example, he points out what a good CRM tool is for salespeople to help them be more effective and efficient. It is not just a tool that salespeople can use to let their manager know what they are doing. He also explains how to make sure that the CRM works well with your salespeople's ways of doing things, so that it is indeed a great tool rather than a time-wasting hindrance.

As a consultant whose job is to help sales managers become great sales managers, this is the most important tool I have come across in a long time. I have recommended this book to all of my clients and will continue to do so in the future. If you are in sales management, I urge you to read this book. In fact, if you are a salesperson and are serious about your career path, I forbid you to go another day without reading this book.

*Dan Beaulieu is the president and founder of D.B. Management, LLC, a consulting firm specializing in all aspects of sales, marketing and branding with a focus on rep-principal relationships. His latest book is The PCB 101 Handbook which can be purchased online by emailing danbeaulieu@aol.com. Dan is also the author of "It's Only Common Sense," a weekly sales column appearing at pcb007.com. Dan can be reached at 207-649-0879.*