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Becoming Your Reps' Emotional Favorite *(For manufacturers and rep firm owners/presidents/managers)*
Speakers: James L. Hartranft, JLH Consulting, and Richard Neumann, National Sales Manager, Grayhill, Inc.
This presentation focuses on what it means to be a rep's emotional favorite, how to become a favorite, and the benefits a manufacturer gains by becoming a favorite. The presenters illustrate that a manufacturer does NOT have to be a rep's top principal to be an emotional favorite, and they provide a step-by-step process that manufacturers can use to win this key position. This Webinar can also help reps better understand the value of aiding principals to become emotional favorites and shows them how to share this criteria with principals in order to raise the mutual "performance bar."

Boosting Your Time Management Skills *(For manufacturers and rep firm owners/presidents/managers and salespeople)*
Speaker: Nicki Weiss, Saleswise
Many reps report that they need improvement with their time management skills. Many have large territories to manage; some struggle with organizational skills; many are unclear about how to set their priorities; still others gravitate toward doing the "easy" tasks and resist doing more strategic and complex work. In this Webinar, you will learn about helpful time management tools and also: what to plan for and how to plan; how to ask for/offer support in ways that motivate; how to distinguish between urgent and important tasks, and how this will help you manage your time and grow your business; plus how to identify effective and time-wasting tasks; and how to get rid of the time wasters.

Closing for Commitment Starts in the First 10 Seconds *(For rep firm owners/presidents/managers and salespeople)*
Speaker: Bill Heyden, CSP, Heyden Training
Challenging times require both veteran and new salespeople to use new strategies to "get to first base" with customers and pros-pects. In this Webinar, you will learn how to: create a customer-focused introduction that earns you credibility and trust; use your knowledge, experience and association or other networking contacts to draft a compelling business reason for a customer/prospect to engage with you; set yourself apart from competitors who tell customers/prospects *why* they should engage rather than *earning the right* to engage.

Consultative Selling Skills for Manufacturers' Reps *(For rep firm owners/presidents/managers and salespeople)*
Speaker: Nicki Weiss, Sa1eswise
This Webinar is based on the concept that buyers have their own answers, and through collaborative and respectful conversation, you can distinguish yourself as a superior manufacturers' rep, helping you and your customers achieve extraordinary results. This program is for rep personnel (especially newcomers to sales or the rep business) who are serious about creating meaningful impact to their bottom line. In this session you will learn to: conduct successful sales calls that build trust and long term relationships; use a step-by-step process for having clear, meaningful, customer-focused conversations; get conversations off to a productive start; listen with curiosity so that customers open their wallets more easily; talk about your products and services powerfully and persuasively; close the call effectively every time; enjoy increased pride in how you sell; and sell more in less time.

The Five Worst Mistakes Reps Make and How to Fix Them *(For rep firm owners/presidents/managers and salespeople)*
Speaker: Nicki Weiss, Saleswise
What ARE those major mistakes? And how can you make them "disappear?" In this session, which has won rave reviews from reps in other industries, you will learn: the most common mistakes reps make; behaviors that customers value most; practical tips and techniques to change mistakes into behaviors that drive more revenue; and more.

Goal Setting: If You Don't Know Where You're Going, You'll Probably End Up Somewhere Else *(For manfacturers and rep firm owners/presidents/managers and salespeople)*
Speaker: Frank Foster, CSP, Frank Foster and Associates, Chief Instructor, CSP Program
In this new Webinar by the trainer who has won rave reviews from CSP graduates, you will learn: why it's important to set goals and why many salespeople do NOT do so; how to develop a superior goal-oriented attitude; the S.M.A.R.T. model for developing goals; the nine-step goal plan; how to write your detailed personal goal plan; and skill practice.

How to Read Your Prospects Like a Book *(For manufacturers and rep firm and distributor managers and salespeople)*
Speaker: John Boe, John Boe International
Are you or your salespeople missing prospects' buy signals? If so, it's costing your company a fortune in lost sales and customer retention. To be effective, salespeople must continuously monitor a prospect's body language and adjust their presentations accordingly. Top salespeople and the most successful managers recognize the importance of nonverbal communication in the selling process and have learned to "listen with their eyes." They understand that one of the easiest and most effective ways to close sales is to be aware of a prospect's "buy signals." By understanding a prospect's body language gestures, they will minimize perceived sales pressure and know when it's appropriate to ask for the order! In this Webinar by an authority on customer service, body language and temperament styles, you will learn how to: use body language to consistently make a favorable first impression over the phone or face-to-face; build trust and rapport quickly by using the "matching and mirroring" technique; identify a prospect's nonverbal "buy signals" and know when the moment is right to ask for the order; read key

body language gestures to determine if a prospect is interested, stalling, bored, deciding, lying or being critical, etc.; reduce perceived "sales pressure" and spot untruthful or deceptive behavior; eliminate negative body language gestures that sabotage your presentation; recognize the meaning behind the eight body language gestures every salesperson must know.

I Hate Cold Calling: Alternatives for High Impact Prospecting *(For rep firm and distributor salespeople)*
Speaker: Nicki Weiss, Sa1eswise
In business, as in all areas of life, ideas come and go. What worked yesterday doesn't work today and probably won't work tomorrow. Yet reps continue to bang their heads against the wall – cold-calling without great results. The secret to success is learning how to develop effective marketing systems that attract business instead of begging for it. In this session, you will discover how to: get motivated, qualified prospects to chase you instead of you chasing them; get ready to prospect with a new mindset that really works; launch an easy and effective direct mail campaign that gets response and opens doors; follow up with a game plan that has your prospect surface and set an appointment with you; and other powerful marketing strategies that pull in customers.

Managing Your Line Portfolio *(For rep firm owners/presidents/managers and salespeople)*
Speaker: Scott Lindberg, CPMR, Worldwide Sales Manager, Microsemi PPG
Do you really know which of your rep firm's lines earn the most income for the time and resources expended? Scott Lindberg can show you how to evaluate your line portfolio and determine where you are (and are NOT) making money. During his years as a second-generation ERA rep, Scott developed a method to measure the profitability of the lines/products his firm represented. He then created a seminar to share his method with fellow reps and has since taught courses in Line Profitability Analysis in the CPMR curriculum and also for a number of rep associations.

Maximizing Your Technology Efficiency While on the Road *(For manufacturers and rep firm owners/presidents/managers/salespeople)*
Speaker: Steve Turner, Turner Time Management
Does your productivity suffer when you are on the road? Do you want your technology to be "virtual" so you can maximize your effectiveness regardless of where you are? If your answer is "yes," this Webinar shows you how to get the most out of your smartphone, mobile phone and/or laptop. *(The presenter will use a Blackberry as a smartphone example, but most of the tips, technques and strategies apply, no matter what brand of smartphone you have.)* In this Webinar by a rave-reviewed breakout speaker at ERA's 2009 national conference, you will learn about: optimizing your smartphone for maximum productivity; time saving shortcuts you can use every day; the most efficient way to process and organize e-mails on your handheld device; the most effective way to synchronize your smartphone contacts, calendar and e-mails; using your web browser, search and AutoText tools effectively ... and much more!

Negotiating with Both Customers and Principals *(For rep firm owners/presidents/managers and salespeople)*
Speaker: Nicki Weiss, Sa1eswise
Negotiating is a very sexy sounding word. It speaks of power, win-lose or win-win, skill, authority, professionalism and being in control. Who wouldn't want this? Yet most manufacturers' reps aren't sure what negotiating really is. What is the difference between selling and negotiating? When does one stop and the other begin? If you don't know the difference, it is very easy to drift into a negotiation and lose your shirt. In this session, you will discover: the difference between selling and negotiating, and why you need to know in order to make more $$; the four key negotiating alternatives that will help you navigate a win-win solution; how to collaborate with your customer and principal on a negotiation; and how to get to "yes."

Redesigning the Rep-Principal Relationship *(For rep firm owners, presidents and managers)*
Speaker: Nicki Weiss, Sa1eswise
This program helps reps deepen business relationships, build more trust, accountability and responsibility with principals, and create stronger partnerships. The challenge is to have impact without control. In this session, you will learn: the eight principles of designing strong rep-principal relationships; the role of authenticity and how to use it to strengthen your relationships; how to elicit the principal's expectations of you and your firm and how to clearly, simply state what you want from the principal; why saying no or postponing an agreement that may have less than a 50/50 chance of success leads to a more impactful relationship; and when a contract meeting is not going well, how to discuss the issues directly with the principal.

Selling Has Nothing to Do with Selling *(For rep firm owners, presidents, managers and salespeople)*
Speaker: Rick Farrell, Tangent Knowledge Systems
In this Webinar, learn: why selling, by its very nature, produces the exact opposite effect that is intended; why your value proposition is valueless and why you are paid for your questions – not answers and solutions; how to get your customers to sell YOU on whether they have a compelling reason to changeif you are going to lose ... how to lose quickly, effortlessly and with a minimum expenditure of time; why you are only as good as your prospects' other options; why most salespeople want to be consultative sellers but lack the tactics to effectively execute it; why your value is defined by the absence of value in your customer's business – not by the value you bring to the tablel how to sell like a change-agent and build a BUSINESS case for change – not a traditional product case for change.

Strategic Planning for ANY Size Rep Firm *(For rep firm owners/presidents/managers and salespeople)*
Speaker: Bryan Shirley, CPMR, President of MANA (former ERA national officer and conference chair)
Has planning ever been more critical? During this Webinar, learn how to construct your own strategic plan, starting with your mission, then moving on to your strategy to achieve the mission, and then to the structure you need to carry out your strategy. Real stories, mistakes, examples and formats comprise a solid "how to" program that will help all rep firm personnel to find your own answers and build your company's customized plan.

Time and Territory Management - Parts I & II *(For rep firm owners/presidents/managers and salespeople)*
Speaker: Bill Heyden, CSP, Heyden Training
It's not unusual for most people to estimate the time spent working on their most important activities to be 20-50 percent greater than it actually is. This is especially true of sales professionals.This two-part Webinar will help attendees understand where your time is currently going and will introduce the Six Keys to Turning Time Into Gold. It will also introduce you to the benefits of territory gridding. These time saving concepts will be used to help you develop an action plan that will increase your time spent on your most important activities by 10-20 percent. **NOTE: Each part of this series is one full-hour. When ordering, specify Part I, Part II or both parts. You will be charged the single set price for each part.**

Turning Objections into Sales *(For rep firm owners/presidents/managers and salespeople)*
Speaker: Nicki Weiss, Saleswise
Objections are GOOD news ... because they are a sign that a customer is interested in what you are offering. In this program, you will review and practice overcoming commonplace objections that surface in typical reps' sales calls. You will also learn a model to help customers make the good decisions they really want to make.

Valuing, Buying, Selling or Merging a Rep Firm *(For rep firm owners/presidents/managers)*
Speaker: Bryan Shirley, CPMR, President of MANA (former ERA national officer and conference chair)
In these challenging and changing times, have you considered diversifying your rep business by buying or merging with another rep company? Are you considering selling your rep business? Then this how-to Webinar is for you! The content focuses on three critical steps in the buy-sell-merge process: 1) Valuation, i.e., how to value a rep firm; 2) Structuring the deal, i.e., payments; and 3) Making it work ... with your principals, customers and employees. This program includes a candid discussion by a presenter who has consulted on 40+ rep firm buy or sell arrangements.

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