



ELECTRONICS REPRESENTATIVES ASSOCIATION

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### **ERA Announces 2018 Teleforum Schedule**

The Electronics Representatives Association (ERA) announces the 2018 schedule for its long-standing Teleforum program. 2018 marks the 10th year anniversary of ERA's educational Teleforum program offered to members.

All Teleforums are presented by Nicki Weiss of Saleswise, sales columnist in *The Representor*, and are co-facilitated by one or more ERA member manufacturer reps, manufacturers, distributors and/or consultants.

The Teleforums are much like a live broadcast with an interactive element. Attendees can dial in from anywhere while they listen and learn. Members can submit questions to the presenters via email, making the Teleforums very interactive. All registrants receive a recording of the Teleforum audio file that can be used as an educational reference.

The program offers educational topics in a variety of areas that meet the needs of rep, distributor and manufacturer members. The audio files of all past Teleforums are available to members via ERA's Teleforum Library at [era.org](http://era.org).

#### **Below is the 2018 Teleforum Outline:**

- **Feb. 15** Your Digital Image in Today's Selling Environment
- **April 19** How Do You Find Customers in New Markets?
- **June 21** Reviewing Your 2018 Goals
- **Aug. 2** Effective Professional Development
- **Oct. 11** Evaluating Your Product Offering
- **Dec. 6** Topic to be determined.

ERA CEO Walter Tobin shares his thoughts about the long-standing Teleforum program, "One of the main training programs that ERA provides are the bimonthly Teleforums. One of the many benefits of ERA's membership is having access to the Teleforums and Teleforum Library on our website. Members can sort through various educational topics held in the library. It truly offers a wealth of knowledge on industry related topics."

"ERA members are hungry for intelligent and interesting conversation. Members are committed to continuous improvement. Teleforums provide an easy way to continuously learn and grow as a leader. Our topics help members stay sharp and relevant in today's ever changing business world. Please join us in the conversation. You will love what you will learn." Weiss adds.

The Teleforums are eligible for CEU credit to maintain professional certifications for CPMRs and CSPs.

### **About ERA**

The 82-year-old Electronics Representatives Association (ERA) is the international trade organization for professional field sales companies in the global electronics industries, manufacturers who go to market through representative firms and global distributors. It is the mission of ERA to support the professional field sales function through programs and activities that educate, inform and advocate for manufacturers' representatives, the principals they represent and the distributors who are reps' partners in local territories. ERA member representative firms (often called "reps") provide field sales services on an exclusive basis to manufacturers of related (but non-competing) products in a defined territory. For more information about ERA, visit [era.org](http://era.org).

### **About SalesWise**

The SalesWise Academy helps leaders and members of their technical sales and sales support teams work together to get the results that make them proud. SalesWise members receive short, easy-to-apply lessons on strategically chosen topics. More information can be found at [www.saleswise.ca](http://www.saleswise.ca).

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