

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 RepProtect	normanspencer.com/erarepprotect
ERA Teleforum Audio Library	era.org
ERA University (online courses)	era.org
Growth Dynamics	growthdynamicsonline.com
Hertz Car Rental	era.org (Click the link on the Member Services page.)
Hunter Winston Consulting	hunter-winston.com
ITEM Media	item.media/
JJM Search	402-721-6590 jjmsearch.com
MRERF (CPMR/CSP programs)	mrrerf.org
Orgo Sales Engine	orgosales.com
Rembrandt Advantage	800-292-7182 rembrandtadvantage.com
Repfabric	844-737-7253, x225
RPMS software	800-776-7435 rpms.com
Spyre Group	spyregroup.com/rep/index.htm
TSJM Group	603-560-1673
UPS shipping	era.org (Click the link on the Member Services page.)

Consultants Available for Expert Access

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 & Mfr. Services: Bryan Shirley, CPMR	267-620-6000
Rep Network Mgmt.: Cesare Giammarco	401-595-7331
Sales/Business Strategy: Craig Conrad	817-917-8268
Sales/Marketing Strategy: Jeff Shafer	330-217-6501
Sales/Marketing Strategy: Steve Cholas	949-413-1732
Sales Consulting/Coaching: John Simari	214-325-4117
Sales Team Mgmt.: Timothy L. Conlon	314-378-3612
Start-ups: Alex Gabbi	alex@alexgabbi.com

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
- 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
- ERA Membership Pins
- ERA Logos

ERA Meetings & Programs

- ERA 50th Anniversary Conference - Feb. 24-26, 2019
- Board of Directors Meeting - Feb. 27, 2019

A book review and recommendation by Dan Beaulieu

Do Good: Embracing Brand Citizenship to Fuel Both Purpose and Profit

by Anne Bahr Thompson

Copyright: 2018 Amazon

Price: \$27.95

Pages: 294 with index

I love this book and want every business leader to read it

The best way to get your people engaged is to give them a company with a mission that is bigger than the company. People now more than ever want to believe in things or causes that matter. They want to be proud of the company they work for.

A company with values is a company that will last, is a company that has brand identity and is known for caring about its customers and about people in general.

This is what this book is all about. Here are some examples:

“Businesses that ingrain social responsibility and corporate citizenship across their operations will create greater financial and social value over the long term.”

Nothing has ever been truer and unfortunately rarer. Most of our companies are in business for themselves and don't adhere to the values of social responsibility.

“Ethical customs follow changing values and an evolving ethos. To remain relevant, businesses need to follow these changes closely and ensure they adapt to shifting needs and expectations of customers, employees, shareholders and other stakeholders.

“Like Ikea, all brands need to be restless and consistent in how they present themselves; staying true to their purpose and personality while continuously evolving and raising their standards to reflect changing social values and expectations.”

Now, I know what some of you are thinking, “I can barely eke out a profit now. I can barely keep my employees engaged and focused on the job they are doing. How do you expect me to get involved in all of this greater good stuff?” Or, “This is all good for big companies, but I'm running a little five-million-dollar job shop. How can I possibly do the kinds of things recommended in this book?”

I hear you, and as a consultant to many five and 10-million-dollar companies, I sympathize. But I also know that getting your company and your team involved in doing good will create a better company and help you develop a company that will perform better. The reason for that being that the same attributes and values required to have a “do good” company, are also the attributes and values required to have a well-run, profitable company filled with engaged, committed and passionate employees.

Here are examples from the book of how brand citizenship directly enhances a company:

- Trust (don't let me down) improves: customer service, product development, marketing and branding and finance.
- Enrichment (enhance daily life) improves: customer service, customer relationship management, communications, product development, digital technology.
- Responsibility (behave fairly) improves: human resources, corporate responsibility, sustainability, supply chain management, corporate communications/reputation management, finance, legal compliance.
- Community (connect me) improves: human resources, corporate social responsibility, digital technology, market and brand.
- Contribution (make be bigger than I am) improves: corporate social responsibility, sustainability, supply chain management, product development, reputation management, marketing and brand.

In short, the message is, do all you can to drive your company to *do good* and you will have a good, nay, great company in the end.

Don't just read this book, study it, believe it, practice it and you will not only help make a better company, but a better world as well.

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 danbbeaulieu@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.

