



STEP

Sales Training for Electronics Professionals

OCTOBER 17 - 19, 2023

EXCLUSIVELY SPONSORED BY:

the **TTI FAMILY**
of **SPECIALISTS**





OCT. 17 - 19, 2023

ERA STEP 2023 will provide an opportunity for industry sales representatives, manufacturers and distributors to sharpen their sales skills online.

The program aims to educate frontline sales professionals with nine all-new 75-minute educational sales training sessions, conducted live by a mix of professional sales trainers and industry sales executives.

Attendees can expect a unique blend of sessions that will provide useful tactical takeaways, best practices and key tools to succeed at sales in today's ever-changing market.

STEP will give attendees the opportunity to:

- Learn from peers around the country without having to leave their 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 after the event via the online STEP library archive.
- Network and engage with other attendees to create new and lasting connections.

ERA thanks the TTI Family of Specialists for generously sponsoring this program. By partnering to producing this annual live sales training, ERA and TTI FOS aim to show continued support for the rep model and frontline sales professionals.

**THANK YOU TO STEP'S
EXCLUSIVE SPONSOR, TTI
FAMILY OF SPECIALISTS!**



Visit the [STEP webpage](#) for more details and to register.

PROGRAM HIGHLIGHTS

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

THE ANATOMY OF A LOUSY PITCH: THE 10 WORST PRESENTATION HABITS & HOW TO AVOID THEM

About the Session

Whether you are speaking to an audience of one or one thousand, it's crucial that you engage your listeners. This program reveals the 10 worst (and most common) presentation habits and gives participants specific ideas on how to conquer them. Sales professionals will learn how to:

- *Avoid the #1 mistake most presenters still make*
- *Grab their listener's attention in the first two minutes*
- *Organize their ideas in a clear, concise and compelling approach*
- *Avoid the fatal trap most presenters fall into on "the big day"*
- *Eliminate death by PowerPoint*
- *Leverage the two most important (and overlooked) elements of successful presentations*
- *Ask the critical question that will win your audience's approval*

TUESDAY
OCTOBER 17, 2023
11:00 A.M. - 12:15 P.M.



TIM WACKEL
THE WACKEL GROUP

TUESDAY
OCTOBER 17, 2023
1:00 P.M. - 2:15 P.M.

JOB ONE: TRUST

About the Session

Trust is the basis for almost everything we do. This session will examine the importance of trust in the sales process. We will explore the elements of personal trustworthiness and how it impacts your business interactions and relationships. The discussions will address the importance and value of being a trusted advisor to clients, principals and channel partners. We will also examine different methods for retaining and rebuilding trust.



JOHN SIMARI
SIMARI CONSULTING, LLC



CESARE GIAMMARCO
SALES MANAGEMENT CONSULTING, LLC

Visit the [STEP webpage](#) for more details and to register.



OCT. 17 - 19, 2023

BUILDING RESILIENCE: WHY IT'S IMPORTANT TO YOUR SUCCESS AT WORK

About the Session

In today's ever-changing workplace, building resilience is essential to thriving in the face of challenges, setbacks and disappointing outcomes at work.

Resilience is the ability to endure and learn from adversity and adapt to changing and often competing demands. This allows for growth and opens the door for opportunities to flourish in the workplace and beyond. Resilience is not a fixed trait, but a dynamic process that can be learned and developed. It involves solving problems effectively, making informed decisions under pressure and taking responsibility for how you "show up." Becoming resilient translates to communicating effectively and learning how to respond to others, creating a deeper sense of purpose and optimism at work.

In this session you will learn proven strategies to build resilience in the face of challenges, avoid burnout and begin to identify what gets in the way of your success, setting you on a path to more sustainable and rewarding outcomes.

TUESDAY

OCTOBER 17, 2023

3:00 P.M. - 4:15 P.M.



ANNA BALDWIN
SSCA, INC.

WEDNESDAY

OCTOBER 18, 2023

11:00 A.M. - 12:15 P.M.

HOW TO TAKE CONTROL OF YOUR TIME & TECHNOLOGY TO HELP YOU WORK SMARTER

About the Session

In this session, Stephen Turner will show you how you can use your calendar even more effectively to be more organized, save time and ultimately close more sales. He will demonstrate how combining advanced time management with technology makes for a powerful combination to achieve more success. Laptops, smartphones, tablets and apps can be powerful tools for sales professionals, but they can also be a time-wasting distraction. Turner will show you how to use them all more effectively to save time and improve your sales results.

After the session, ERA member firms can schedule a complimentary consultation as well as a 15 percent discount for any services or purchases from Turner Time Management in 2023.



STEPHEN TURNER

TURNER TIME MANAGEMENT, LLC

Visit the [STEP webpage](#) for more event details!



OCT. 17 - 19, 2023

21ST CENTURY PROSPECTING

About the Session

The selling environment has changed how sellers prospect and interact with buyers across multiple platforms. We'll explore prospecting strategies to fill your pipeline, leverage technology, set better appointments and build a cookbook that outlines your prospecting actions.

Participants will receive the Prospecting Activities Tool.

WEDNESDAY

OCTOBER 18, 2023

1:00 P.M. - 2:15 P.M.



DAN LITTS

SANDLER TRAINING

WEDNESDAY

OCTOBER 18, 2023

3:00 P.M. - 4:15 P.M.

USING CHATGPT & AI TO IMPROVE YOUR SALES GAME

About the Session

Ready to level up your sales game? During this session, speaker Matthew Amato will dive into the incredible world of AI & ChatGPT and uncover how, if used correctly, it can supercharge your sales efforts. Forget about boring, one-size-fits-all approaches — we're talking about using this powerful language model to find new customers, engage with prospects and grow your business.

Why should you care about AI & ChatGPT and what does it mean to you? ChatGPT can be used for sales to automate initial outreach, engage prospects through personalized conversations and qualify leads efficiently. Let's explore the game-changing potential of AI and ChatGPT in the realm of sales. From prospecting to closing deals and even customer retention, we'll delve into how ChatGPT can be leveraged to create a competitive advantage for your business.



MATTHEW AMATO

IBS ELECTRONICS GROUP

Register for STEP 2023 at ERA's [STEP webpage](#).

QUOTES ARE A NECESSARY FIRST STEP TO AN ORDER: HOW TO MAXIMIZE YOUR HIT RATIO OF QUOTES TO ORDERS BOOKED

THURSDAY

OCTOBER 19, 2023

11:00 A.M. - 12:15 P.M.

About the Session

The art of the quote follow-up is an important part of the sales process, but one not often talked about. This discussion, featuring a panel of industry leaders, and moderated by Walter Tobin, ERA CEO, will address best practices in qualifying, processing, delivering and following up on quotes. This is not a “one size fits all” process. Attend this session to help you better understand how to increase your close ratio of quotes and turn quotes into orders.

MODERATOR:
WALTER TOBIN
ERA CEO



PANELIST:
HOLLY GOOD
CORNELL DUBILIER
ELECTRONICS



PANELIST:
JOHN O'BRIEN
COAKLEY, BOYD
& ABBETT



PANELIST:
TIM DAVIS
AVNET, INC.



THURSDAY
OCTOBER 19, 2023

1:00 P.M. - 2:15 P.M.

13 GOLDEN RULES OF WRITING EMAILS THAT GET ATTENTION

About the Session

There's good news for sellers who send prospecting emails. Eighty percent of buyers prefer to be contacted by sellers via email, and 77 percent have responded favorably to such an email in the last year. The bad news is that the same buyers receive a high volume of emails.

Unsurprisingly, writing an effective prospecting email is a must-learn skill. In this session, you will learn how to use emails in a coordinated attraction campaign employing the 13 Golden Rules that help get your emails through the clutter.

In this session you will learn to:

- Use research to customize your emails to the intended buyer
- Craft the best emails that stand out in a buyer's inbox
- Improve email response rates and secure more meetings
- Avoid the most common mistakes that destine your emails to be immediately deleted



**BOTH SESSIONS
PRESENTED BY:
CHARLENE DECESARE
THE RAIN GROUP**

ASKING GREAT QUESTIONS & LISTENING ACTIVELY TO BUILD STRONG RELATIONSHIPS WITH CUSTOMERS

About the Session

Sales are won and relationships built based on the conversations you have with your customers.

You need to differentiate yourself and learn what is important to your customers by asking great questions—questions that inspire buyers to think differently, talk about their hopes and desires, and build their relationship with you.

Of course, it is not just asking the questions but actively listening to show you understand that allows you to develop the relationships that keep your customers loyal to you. In this session you will learn the specific questioning and listening techniques and skills you need to lead the most effective sales conversations and connect with customers.

Register for STEP 2023 at ERA's [STEP webpage](#).



OCT. 17 - 19, 2023

HOW TO GET THE MOST OUT OF YOUR ONLINE STEP EXPERIENCE

ERA has partnered with virtual event platform SpotMe to host STEP 2023. This secure, sophisticated, interactive platform provides:

Interactive Education:

- Automated email reminders for upcoming sessions
- Live sessions with audience Q&A
- Chat & live polling features
- Speaker materials 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
- Edit your personal profile
- Chat in real time during sessions
- Search the attendee directory
- Send direct 1:1 meeting requests to attendees
- Post thoughts or questions on the platform's home feed

Session recordings will be archived and made available on STEP archive library at era.org/step.

That's 12 months of access to all educational content!

Q: What equipment will I need?

A: It is recommended that you access STEP via your personal computer or laptop for the best experience. Recommended browsers include Google Chrome, Firefox or Safari. Please note Internet Explorer is not supported. Please feel free to test your internet connection and streaming quality beforehand at <https://test.spotme.com/>.

Q: How do I log in?

A: Registered attendees can expect to receive an emailed invitation to join the virtual site the week of October 9, 2023. Please check all email folders, including spam, for this invite.

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 and live streamed through the SpotMe virtual platform.

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.

Visit the [STEP webpage](https://era.org/step) for more event details!



OCT. 17 - 19, 2023

FAQS FOR ATTENDEES

Q: Why is ERA conducting STEP?

A: Some companies may be unable to send all of their staff to ERA's Annual Conference in Austin, Texas. The expense of the conference may be prohibitive for some. Plus, pulling people off the phones for several days may not be realistic. Therefore, by introducing this online learning option, ERA wants to continue its mission of educating and expanding its reach to all constituents of our membership to show the real value of ERA. People are more comfortable than ever learning and networking online, and this virtual format allows attendees to be exposed to great educational content from the comfort of their home or office.

Q: Who is this training directed to in each member category?

A: This sales training is beneficial for: Manufacturers' sales reps – inside sales, field sales and marketing managers; distributors – inside sales, field sales, branch/corporate product managers; and manufacturers – regional managers, corporate marketing managers. Plus, the training features nine 75-minute sessions spread out over three days. Even in today's hectic business environment, this is very manageable to work into peoples' schedules.

Q: Why should I be interested in attending this event?

A: Whether you are an early career professional or a veteran, we can all use a review on ways to sharpen our skills. We're all experiencing rapid changes in the way we do work today, and sometimes it's hard to keep up and find time to educate ourselves on new tools and better ways of doing things. Attendees can use this sales training – where they will be exposed to real industry challenges, solutions and tools – as a way to invest in themselves and their team's success.

Q: This is the third year that ERA has offered virtual sales training. How does STEP 2023 differ from past years?

A: ERA is providing fresh, new content for its 2023 program. Featuring a mix of professional sales trainers and well-respected, knowledgeable industry leaders, these sessions were carefully developed by a committee of dedicated ERA members. We are offering sessions with single presenters, as well as panel discussions. Topics will address subjects like the art of quote follow-up, presentation best practices, time management tips and tricks, staying resilient in today's work environment, writing emails that get attention, and more.

Q: How is the ERA training different from other industry training being offered?

A: All sessions will be presented live online, using SpotMe, a virtual event-hosting platform. SpotMe is very user-friendly and intuitive, and allows for online attendee chat, polling and networking. This is very much an active experience versus a passive one. This training is geared to a very specific audience of frontline employees. ERA understood this when developing the dynamic and useful program. This is NOT a one-size-fits-all program. These are tactically-focused sessions that provide useful tools that are geared toward a specific group.

Q: Will there be specific takeaways from the training that the attendees can use immediately?

A: Yes, there will be specific tools and takeaways that will be provided to the attendees for each session. This is a main objective of this training: to provide hard-copy notes, checklists and worksheets to the attendees to implement immediately. All materials will be made available for downloading (only by registered attendees) directly from the virtual event platform during the sessions. Attendees will also have the opportunity to ask speakers questions and interact with each other via the virtual platform's chat box.

Visit the [STEP webpage](#) for more event details!

FAQS, CONTINUED

Q: Who is conducting the training?

A: We have carefully selected a combination of professional sales trainers along with electronics industry professionals to present the sessions. This ensures that attendees are getting a great mix of training from experienced sales teachers, along with reps, manufacturers and distributors that are living and breathing these topics. More information is available on the [STEP information page](#).

Q: What if I am unable to attend all of the sessions when they are being presented live?

A: Not to worry! Sessions will be made available for on-demand viewing at era.org/step to registered attendees indefinitely. You may come back time and time again to watch any sessions you find valuable.

Q: How can I register for the training?

A: You can easily register yourself or any member of your team online at the [STEP registration page](#). You have the option to register multiple people from your team at once, and submit your payment securely online.

Q: When is registration closed for the training?

A: The deadline to register for the event is Friday, October 6. This still gives you a few weeks to sign up! For ERA members, the cost is only \$295 per person — for more than 11 hours of sales training! That calculates out to only \$26 per hour.

THANK YOU, STEP 2023 PLANNING COMMITTEE!

ERA extends its deepest thanks to this group of members who have selflessly contributed their time and effort to develop a dynamic training program:

Ellen Coan, CPMR, C C Electro Sales, Inc.
Hugh Daly, Metz Connect USA, Inc.
Bill Gallucci, Peerless Electronics
Chris Hodge, Fralia Co & Associates
Jason Lipps, Cornell-Dubilier Electronics
Bob Maley, PEI-Genesis
Holly Myers, CPMR, Sager Electronics

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of **SPECIALISTS**



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