STEP

Sales Training for Electronics Professionals

OCTOBER 7 - 9, 2025

EXCLUSIVELY SPONSORED BY:

the TTI FAMILY of SPECIALISTS

The IP&E Specialist

MOUSER ELECTRONICS

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Unlock the secrets to sales success from the comfort of your home or office with ERA STEP 2025! This premier online event is designed for industry manufacturers' sales reps, manufacturers and distributors looking to up their sales game and stay ahead in today's dynamic market.

What's in Store:

✓ *Nine fresh sessions:* Dive into nine cutting-edge, 75-minute training sessions led by top-tier sales trainers and industry experts.

✓ *Tactical takeaways:* Discover actionable strategies, best practices and essential tools to boost your sales performance.

✓ *Engaging learning experience:* Experience live, interactive sessions and gain valuable insights from a diverse lineup of industry leaders.

Why Attend?

✅ *Convenience:* Connect with peers nationwide without leaving your workspace.

✅ *Expert insights:* Learn from a wide range of professionals and speakers.

✅ *Flexibility:* Enjoy on-demand access 24/7 to all sessions after the event.

Don't miss out on this chance to transform your sales skills and expand your professional network. Join us at ERA STEP 2025 and take a "step" up in your sales journey.

ERA thanks the TTI Family of Specialists for generously sponsoring this program for the third year in a row!

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

the TTI FAMILY of SPECIALISTS

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Visit the **STEP webpage** for more details and to register.

TUESDAY, OCTOBER 7

OCT. 7 - 9, 2025

PROGRAM HIGHLIGHTS

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

TUESDAY
OCTOBER 7, 2025
11:00 A.M. - 12:15 P.M.

ACCELERATING NEW BUSINESS RELATIONSHIPS

About the Session

Salespeople invest a great deal of time into setting up initial meetings with prospects. However, many initial meetings do not advance to future discussions because the sales rep did not come across as credible during their interaction. Ed Wallace, best-selling author and business relationship expert, shares a proven, repeatable approach to launch and advance meaningful relationships with new prospects.

SPEAKER: Ed Wallace, Managing Director, AchieveNEXT Human Capital

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TUESDAY
OCTOBER 7, 2025
1:00 P.M. - 2:15 P.M.

QUALIFY HARD, CLOSE EASY

About the Session

Unlock the secrets to successful selling with a deep dive into sales styles, qualification criteria and effective questioning strategies. This session explores how to uncover your prospect's true pain points, understand their decision-making process and align your resources to empower buyers to champion your solution.

SPEAKER: Daniel Litts, President, Sandler Training

TUESDAY
OCTOBER 7, 2025
3:00 P.M. - 4:15 P.M.

FROM NOW TO NEXT: PLANNING YOUR CAREER IN AN AGING INDUSTRY

About the Session

Mike is a former senior vice president in distribution and CEO for a major manufacturer, with more than 40 years of industry expertise for this session. He will provide some suggested road maps to help plan your career as the industry is "aging out" and new positions are opening. Plan today to gain an advantage in achieving these career advancement roles.

SPEAKER: Michael Calabria, PEAC, Inc.

Visit the **STEP webpage** for more details and to register.

WEDNESDAY, OCTOBER 8

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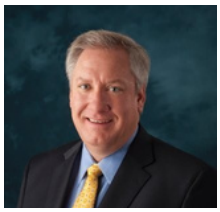
THE FOUR "I"S OF SELLING

WEDNESDAY
OCTOBER 8, 2025
11:00 A.M. - 12:15 P.M.



About the Session

The four "I"s of selling is a dynamic approach that highlights the importance of being Intuitive, Innovative, Interested and Invaluable. Learn how these key traits can elevate your sales strategy and strengthen client relationships. Ed's many years as a sales and marketing leader promise to make this both an informative and lively session.

SPEAKER: Eddie Smith, ERA CEO

CREATING BLOCK DIAGRAMS FOR SALES AND MARKETING TEAMS

WEDNESDAY
OCTOBER 8, 2025
1:00 P.M. - 2:15 P.M.

About the Session

This session will empower non-technical sales and marketing professionals to confidently promote their portfolio of components to synergistically maximize their potential opportunities at their customer as they help provide solutions. This will be a great tool to accelerate the sales process!

SPEAKER: Leighton Burgess, General Manager, Arrow Electronics

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SPEAKING THE LANGUAGE OF THE CUSTOMER

WEDNESDAY
OCTOBER 8, 2025
3:00 P.M. - 4:15 P.M.

About the Session

The moment of truth in any initial sales meeting occurs when the prospect asks, "Why should we work with you?" Salespeople generally start talking about their company and why they are the largest, first or most innovative and forget about how they will help the customer solve their problem or meet their needs. Translate your company benefits into the language of the customer at that exact moment of truth.

SPEAKER: Ed Wallace, Managing Director, AchieveNEXT Human Capital

Visit the **STEP webpage** for more event details!

THURSDAY, OCTOBER 9

STEP

OCT. 7 - 9, 2025

THURSDAY
OCTOBER 9, 2025
11:00 A.M. - 12:15 P.M.

SPEAKING WITH AUTHORITY

About the Session

Get ready for a high-energy masterclass designed to elevate the communication skills of frontline and field sales teams. This session arms participants with practical tools to build instant rapport, speak with clarity and confidence and leave a lasting impression — whether on Zoom, over the phone or in person. Through real-time practice and powerful insights, your team will learn how to avoid common credibility pitfalls, show up like true experts and truly own the room.

Speaker: Annelise McCarthy, Founder, "HER" Speaking Coach

THURSDAY
OCTOBER 9, 2025
1:00 P.M. - 12:15 P.M.

THE AI ADVANTAGE: HANDS-ON STRATEGIES FOR EVERYDAY IMPACT

About the Session

Sam Richter, industry-recognized expert on AI, will share the latest updates and enhancements to ERA SearchLink.ai, along with new developments in the world of artificial intelligence and how they impact our industry. This will be a hands-on session with real-world takeaways to help you use AI in your day to day jobs!

Speaker: Sam Richter, CSP, CPAE
Founder and CEO, KnowMore, SBR Worldwide

THURSDAY
OCTOBER 9, 2025
3:00 - 4:00 P.M.

THE ELECTRONICS COMPONENTS INDUSTRY: CHALLENGES AND OPPORTUNITIES AHEAD

About the Session

Join industry visionary Michael Knight as he explores the exciting opportunities on the horizon for our ever-evolving field. Known as a true "big thinker," Michael will offer insights that challenge conventional thinking and inspire forward momentum. This uplifting session celebrates those already in the industry and encourages you to aim high as you shape your future and seize what's next.

Speaker: Michael Knight, Corporate Senior VP, Strategy, TTI, Inc.

Register for STEP 2025!

OCT. 7 - 9, 2025

YOUR ONLINE STEP EXPERIENCE

ERA has partnered with virtual event platform SpotMe to host STEP 2025. 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 after the conclusion of the event

Session recordings will be archived and made available on the virtual platform after the event, as well as the STEP archive library at **era.org/step**.

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 that 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 on Friday, October 3, 2025*. 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: On the virtual platform, click Event Help on the lefthand column for technical help. You also may direct message/chat with Clare Kluck, ERA Communications Director, during the event, or send an email to **ckluck@era.org**. ERA staff will be live on the virtual platform throughout all of STEP.

Visit the **STEP webpage** for more event details!

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, and pulling salespeople off the phones for several days may not be realistic. Therefore, this online learning option allows ERA to continue its mission of educating and expanding its reach to all of its constituents. 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.

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 as a way to invest in themselves and their team's success.

Q: How does STEP 2025 differ from past years' programs?
A: ERA is providing fresh, new content for its 2025 program. This year's sessions cover timely topics such as career planning, speaking the customer's language, speaking with authority, AI in sales and more!

Q: How is STEP 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 interactivity and engagement. STEP is very much an active experience versus a passive one. This training is geared to a very specific audience of frontline employees. STEP also aims to provide tactically-focused sessions that provide useful tools that attendees can use right away.

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 24/7. 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, September 26.** 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!

REGISTER BY FRIDAY, SEPT. 26!

Visit the **STEP webpage** for more event details!

THANK YOU, STEP 2025 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:

Mike Calabria, PEAC, Inc.
Gary Zullo, Arrow Electronics, Retired
Tricia Carlini, Sager Electronics
Dave Norris, Norris & Associates
Ellen Coan, CPMR, C C Electro Sales, Inc.
Greg Warren, Brandel-Stephens
Lori Bruno, Luscombridge
Nancy Garcia, TTI Inc.
Jeremy Lane, TTI Enhancement

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