



Sales Training for Electronics Professionals

SEPT. 29 - OCT. 1, 2026

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SEPT. 29 - OCT. 1

The 6th annual ERA Sales Training for Electronics Professionals (STEP) returns Sept. 29 — Oct. 1, 2026!

Designed specifically for frontline electronics industry sales representatives, manufacturers and distributors, STEP 2026 delivers elite professional development directly to your screen.

This year's program features nine robust, 75-minute educational sessions led by a powerhouse mix of professional sales trainers and seasoned industry executives.

Why STEP 2026 is the smartest investment in your career this year:

- **Unmatched Value for Your Registration Fee:** Accessing top-tier industry consultants and executive-level trainers individually would cost thousands. STEP packs that exact high-caliber expertise into a single, highly affordable registration fee—giving you massive ROI and direct access to strategies that win business in today's market.
- **The Power of Virtual Training:** Skip the expensive flights, hotel bills and days away from your territory. Our live, interactive virtual format delivers the intensity of an in-person workshop with the ultimate flexibility. You get real-time engagement, collaborative learning and immediate application without the logistical headache or downtime.
- **Future-Proof Your Skillset:** The electronics market shifts rapidly. STEP gives you a dedicated space to step back from the daily grind, sharpen your tactical sales skills and master modern best practices. You aren't just sitting through lectures; you are developing a professional toolset to close deals faster and excel in your career.
- **Immediate, Tactical Takeaways:** Every single session is built for action. You will walk away with downloadable checklists, frameworks and practical materials you can implement the very next day to see measurable results.

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

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

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



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



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PROGRAM HIGHLIGHTS

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

Understanding the Electronics Industry: Past, Present & Future

Whether you're new to electronics or looking to sharpen your industry knowledge, join veteran Walter Tobin for a fast-paced overview of the electronics landscape. Trace the industry's evolution from post-WWII manufacturing to modern microelectronics while learning how key players—manufacturers, distributors, reps, OEMs, and EMS providers—collaborate within the ecosystem to bring products to market. Throughout the session, you will unpack the distinct roles of each industry partner and discover how to leverage ERA membership tools and resources to boost your career growth.

**TUESDAY,
SEPT. 29, 2026
11:00 A.M. - 12:15 P.M.**



SPEAKER: Walter Tobin
ERA Consultant/Former CEO

**TUESDAY,
SEPT. 29, 2026
1:00 P.M. - 2:15 P.M.**

Fueling High Performance through Culture

Most companies talk about culture. Few can show you the method behind it, or what happens when that culture gets tested for real. Riad Nizam shares the easy-to-remember framework that's helped fuel Master Electronics' growth, along with real, everyday tools you can put to work with your own team immediately.



SPEAKER: Riad Nizam
President, Master Electronics

The 9 Habits of Extreme Productivity

In today's hyper-connected world, non-stop distractions steal focus, hurt motivation and drain productivity. Join RAIN Group's Charlene DeCesare for a high-energy session where you will explore the proven habits top performers use to eliminate clutter, protect their time and deliver exceptional results without working longer hours.

During this session, you will discover nine core habits of elite performers while mastering practical strategies to minimize distractions and sharpen focus. Her presentation will guide you through prioritizing high-impact tasks to sustain daily motivation and building habits that boost both individual and team performance. Ultimately, you will learn how to stop being busy and start being intentional, giving you the tools to reclaim your day and perform at your absolute best.

**TUESDAY,
SEPT. 29, 2026
3:00 P.M. - 4:15 P.M.**



SPEAKER: Charlene DeCesare
Senior Consultant, RAIN Group



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

**WEDNESDAY,
SEPT. 30**



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**WEDNESDAY,
SEPT. 30, 2026
11:00 A.M. - 12:15 P.M.**



SPEAKER: Jake Hall, "The Manufacturing Millennial"

Unlock the Power of LinkedIn for Sales Growth

LinkedIn is no longer just a networking site—it's a premier engine for B2B lead generation and brand authority. Join Jake Hall, The Manufacturing Millennial, for practical strategies to transform your profile into a powerful sales engine, expand your industry visibility and drive measurable revenue growth. You'll learn how to: optimize your profile to showcase technical expertise and build instant credibility; identify target accounts and uncover high-value sales opportunities; publish compelling content that builds trust and engages prospective clients; and apply immediate tactics to boost your visibility and networking reach. Whether you're starting fresh or refining your approach, you'll leave with actionable tactics to accelerate your sales pipeline immediately.

High Impact Leadership: Creating Influence Before You Have a Title

Leadership doesn't start with a title—it begins when people can count on you. High-impact leaders don't wait for permission or a promotion; they build trust, take ownership and elevate those around them through daily actions. This session focuses on leading without formal authority, building trust and influence through consistency, taking ownership beyond basic job expectations, and cultivating the mindset of high-impact leaders.

Designed for aspiring leaders looking to expand their influence and drive real impact in their organization and community, this session empowers you to practice self-leadership through discipline and accountability, earn influence so others naturally want to follow, proactively create opportunities to develop others and position yourself for advancement through daily results so you leave with actionable insights to choose leadership every day.

**WEDNESDAY
SEPT. 30, 2026
1:00 P.M. - 2:15 P.M.**



**SPEAKER: Shane Zutz,
Vice President &
Chief Human Resources Officer,
DigiKey**

**WEDNESDAY
SEPT. 30, 2026
3:00 P.M. - 4:15 P.M.**



**SPEAKER: Rob Brunson
President, Wallace Electronics Sales**

Modern Sales Tools & Technology

Modern sales tech shouldn't replace personal connection—it should supercharge it. Presenter Rob Brunson will break down today's essential sales toolkit, showing you how to seamlessly integrate CRMs, AI tools and sales enablement platforms into your routine to boost organization, save time and close more deals.

Key takeaways will include: leveraging CRM platforms to deepen customer relationships and drive performance; using AI-powered tools to streamline daily tasks and win back valuable time; navigating leading sales enablement technologies to enhance your overall workflow; and staying ahead of the emerging tech trends transforming modern B2B selling.



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

**THURSDAY,
OCTOBER 1**



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**THURSDAY
OCTOBER 1, 2026
11:00 A.M. - 12:15 P.M.**



Speaker: Tim Wackel
Founder and President, The Wackel Group

How Winners Win: Exploring the DNA of Today's Top Sales Performers

Winning new business requires more than just effort—it takes focus, relevance and strategic discipline. In this actionable session, sales expert Tim Wackel reveals the exact behaviors top performers use to win high-value deals. You'll learn how to target the ideal prospects, craft compelling sales stories that answer "Why you?" and "Why now?" and master a follow-up process that keeps buyers engaged. Tim will also share how to lead high-trust sales conversations, ask game-changing questions and recognize when to walk away from stalled deals.

Whether you need to refine your message or tighten your process, you'll leave with practical tactics you can use immediately to lead better conversations, build a stronger pipeline and close more business.

Speak to Be Remembered: Crafting Presentations that Actually Land

Most presentations are forgotten within hours. This session breaks that pattern, teaching you how to transform boring slide decks into memorable, high-impact talks that drive real action. You'll learn a simple, reusable framework to structure compelling content, pair visuals seamlessly with your narrative and command any room—or webcam—with confidence.

Designed for anyone presenting regularly to customers, colleagues or leadership, you'll walk away knowing how to ditch information dumps, captivate your audience and deliver presentations that stick long after the meeting ends.

**THURSDAY
OCTOBER 1, 2026
1:00 P.M. - 2:15 P.M.**



Speaker: Annelise McCarthy
HER Speaking Coach

**THURSDAY
OCTOBER 1, 2026
3:00 - 4:15 P.M.**

Speaking with Authority: Confidence, Voice and Executive Presence



Speaker: Annelise McCarthy
HER Speaking Coach

Good ideas don't speak for themselves—without authority, even the best insights get lost. This session helps you build the mindset, language and presence needed to show up as credible and unmissable in any room or on any call. You'll learn how to replace self-doubt with quiet confidence, adopt language that commands the attention of decision-makers and handle interruptions or pushback without losing your composure.

Designed for anyone ready to stop shrinking their presence and lead high-stakes conversations with senior stakeholders, you'll walk away with concrete strategies to align your tone, body language and message so your expertise is finally heard.

[Register for STEP 2026!](#)





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YOUR ONLINE STEP EXPERIENCE

ERA has partnered with virtual event platform SpotMe to host STEP 2026. 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, Sept. 25, 2026.](#) 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, 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](https://era.org/step) for more event details!

FAQ 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. 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 2026 differ from past years' programs?

A: ERA is thrilled to provide an all-star lineup of topics and speakers for its 2026 program. This year's sessions cover timely topics such as crafting slide decks that land, the best habits of sales winners, being a leader without the title, modern sales tools and tech...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](https://era.org/step). 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 18**. 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. 18!**



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



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THANK YOU, STEP 2026 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:

Lori Bruno, CPMR – Director of Distribution – Northern California, MarRCTech2
Emily Bannister – Outside Sales, Operation Manager, C C Electro Sales
George Montano – Distribution Sales Manager, Westmark Electronics
Riley O'Brien – Distribution Sales Manager, Coakley, Boyd & Abbett
Rich Ostrom – Sales Engineer, Northport Engineering, Inc.
Paul Aspiras – Director of Supplier Business Development, Master Electronics
Julie Fajardo – International Distribution Sales Manager, TDK-Lambda
Nancy Garcia- Director of Sales Training, TTI Inc.
Adrienne Sedlacek- Senior Manager Training and Communications, TTI, Inc.

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