

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 Teleforum Audio Library.....era.org	
ERA University (online courses).....era.org	
EYOND: MRSware.....866-795-8386	
mrsware.com	
Hertz Car Rental.....era.org	
(Click the link on the Member Services page.)	
JJM Search.....402-721-6590	
jjmsearch.com	
MRERF (CPMR/CSP programs).....mrerf.org	
Perfection Data.....perfectiondata.com	
RepCare insurance.....888-243-0174	
Rembrandt Advantage.....800-292-7182	
rembrandtadvantage.com	
RPMS software.....800-776-7435	
rpms.com	
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 Network Mgmt.: Jim Hartranft.....	262-945-9200

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
- ERA Commitment to Performance (Information and Certificates)
- 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
- Manufacturer Membership (Roster and Information)
- Principal Information Exchange (P.I.E.)
- ERA Membership Pins

ERA Meetings & Programs

- Board of Directors Meeting - Fall 2016
- ERA COLT Program - Fall 2016

A book review and recommendation by Dan Beaulieu

Talking to Crazy: How to Deal with the Irrational and Impossible People in Your Life

by Mark Goulston

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Price: \$24.95 • 259 with index

A Surprisingly informative and pertinent book!

I have to say that I was pleasantly surprised by Mark Goulston's new book, *Talking to Crazy: How to Deal with the Irrational and Impossible People in Your Life*.

I picked it up because I thought it would be a smile. I also thought I might just get something out of it because, like all of us, I know some pretty crazy people. I was stunned, however, by how effective the advice in this book was and how much it pertained to my business life as a consultant.

Okay, so we all know crazy; we all know people who are somewhat irrational or even completely bonkers. But we don't know how to deal with them, right? Well, consider this in past tense — we *did not know* how to deal with them until this new book came along.

Author Dr. Goulston is a psychiatrist as well as business coach, so he can write about both sides of an issue. He explains why people act the way they do and how to deal with them.

I especially liked the case studies highlighted in the book in which he used real-life examples to show readers how to interact with certain people who have specific disorders. There also is an example of an "older" software developer who has to deal with a bunch of "Young Turks" who start working with him and want to change everything he has worked on for the past 15 years. He finds himself getting madder and madder until he starts using a technique recommended by Dr. Goulston. He levels with them, explains the way he feels, apologizes and asks for their help by attaining middle ground where they all benefit from one another's cooperation. The result? They produced a better product.

This is just one of many examples of how to deal with difficult people in tough situations. I strongly recommend that you buy this book, read it and keep it handy because you will find it infinitely useful, no matter what profession or life situation you are in.

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.

