



ELECTRONICS REPRESENTATIVES ASSOCIATION

FOR IMMEDIATE RELEASE: Aug. 7, 2018

Contact: Neda Simeonova / Communications Director / nsimeonova@era.org

Carolinas ERA Hosts a Networking Program

The Carolinas Chapter of the Electronics Representatives Association (ERA) held an informative networking program on May 21, 2018, at the Morrisville Commerce Center, in Morrisville, N.C.

The program featured guest speaker Joel Kaczmarek, a sales and management trainer, coach, consultant and keynote speaker from Greensboro/Winston-Salem, North Carolina. Kaczmarek's presentation, "Four Secrets to Leveraging LinkedIn as a Selling Tool," focused on the importance of strengthening one's LinkedIn presence and the key steps in prospecting with LinkedIn.

He also offered attendees tips on how to find and connect with decision makers on LinkedIn and the do's and don'ts for making connections. "When creating your LinkedIn summary, think of it as a 30 second commercial. Who are you, specifically what you do, what problems do you help your clients solve," Kaczmarek explained.

Chapter Vice President, Membership, Penny Hoglund of AEM Group said, "Creating a LinkedIn profile can seem a daunting task, and Joel Kaczmarek provided a simplified approach. The importance of using your LinkedIn profile as a sales tool shouldn't be underestimated."

The chapter is planning two more events in 2018 — a Networking Breakfast in Raleigh on Aug. 10 and the 15th Annual Dick Paden Memorial Golf Tournament on Oct. 8 at in Durham, N.C. Visit www.carolinasera.com for more details.

About Carolinas ERA

The Carolinas Chapter of the Electronics Representatives Association is dedicated to promoting the representative concept within the Carolinas electronics marketplace. The Chapter hopes to be a resource for its members in establishing and maintaining their respective rep businesses through continuing education, training and interface with government agencies. The government interface is important in order to influence legislation in favor of the representative concept and defeat legislation detrimental to the rep business. For more information, visit www.carolinasera.com.

About ERA

The 83-year-old Electronics Representatives Association (ERA) is the international trade organization for professional field sales companies in the global electronics industries, manufacturers who go to market through representative firms and global distributors. It is the mission of ERA to support the professional field sales function through programs and activities that educate, inform and advocate for manufacturers' representatives, the principals they represent and the distributors who are reps' partners in local territories. For more information about ERA, visit era.org.



ELECTRONICS REPRESENTATIVES ASSOCIATION

###