



2022 ERA Virtual Sales Training

Sharpen Your Sales Skills in Today's Market

**OCTOBER
4-6**

ERA.ORG



ERA Virtual Sales Training

Sharpen Your Sales Skills in Today's Market

The 2022 Virtual Sales Training 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 and will offer nine all-new 75-minute educational sales training modules covering an array of fresh and relevant topics. The training sessions will be conducted live by a mix of professional sales trainers and by 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. All sessions will provide attendees with downloadable checklists and materials that will allow them to implement what they have learned and help them excel at their jobs.

The ERA Virtual Sales Training will give attendees the opportunity to:

- Learn from peers around the country without having to leave your 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 for 12 months.
- Network and engage with other attendees to create new and lasting connections.

Program Highlights

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

TUESDAY
October 4, 2022
11:00 a.m. – 12:15 p.m.



Effective Communication: It's More Than Just Talking!
Presenter: Sannah Vinding, Digital Marketing Director, Micro Commercial Components

About the Session

Communication is at the heart of everything we do each day. It involves not only talking, but also attentive listening. Listening is twice as important as talking and one big important part of effective communication skills in business. Attentive listening will ensure you are hearing your customer's intended message. Becoming a better listener takes practice! This session will focus on improving your communication skills in order to meaningfully connect with other people and increase your capacity to retain information and communicate better to help you win more sales. Presented by Sannah Vinding, Sales & Marketing Strategist, this session will provide tools and insights on the best ways to improve your communication and listening skills.

Bridging the Gap: Relationship Building and Collaboration in a Multi-Generational Workforce

Moderator: Brooks Mattice, General Manager, Mel Foster Company

Panelists: Kevin Flaherty, Regional Sales Manager, Ohmite Manufacturing; Rachel Rieser, Field Sales Representative, Sager Electronics; Hunter Starr, CPMR, CPSC, Territory Manager, Performance Technical Sales

TUESDAY
October 4, 2022
1:00 – 2:15 p.m.



About the Session

What are the keys to relationship-building inside our multigenerational industry? In this moderator-led panel discussion, you will hear perspectives from next generation manufacturers' reps, distributors and manufacturers on how they communicate effectively and respectfully in our multi-generational industry while leveraging differences to build stronger relationships inside and out. Come prepared to listen and gain new tools on how to successfully build relationships in today's electronics industry.



Pre-Call Sales Planning: How to Get Great at it to Increase Your Opportunities & Win More Sales

Presenter: Jenny Smith, Ph.D., President, JMS Synergy

TUESDAY
October 4, 2022
3:00 – 4:15 p.m.

About the Session

Effective pre-call planning helps you gain more customers and grow your sales. The need for pre-call planning is more important than ever, whether the call is in-person or face-to-face over video. This training module will give helpful points regarding pre-call planning and preparations to ensure that the calls go well, and you reach your goal.

Visit [ERA Virtual Sales Training](#) for more event details!

Program Highlights

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WEDNESDAY
October 5, 2022
11:00 a.m. – 12:15 p.m.

Value-Based Selling: How to Sell More by Competing on Value, Not Price

Presenter: [Bryan White](#), CPMR, VP of Sales, Catalyst Unity Solutions

Panelists: [Tom Galligani](#), Global VP of Supply Chain, Future Electronics; [Mark LaPointe](#), VP of The Americas & Global Distribution, SMC Diode Solutions; [Chuck Tanzola](#), VP of Business Development, Fusion Sourcing Group

About the Session

How do you show your customer the total value of what your company has to offer vs. allowing them to only consider price? The value-based selling approach allows a salesperson to show-case the total value of what their company brings to the customer. Other areas beyond price (e.g., customer service, quality, on time delivery, product roadmaps) if articulated properly should enable the customer to have a better picture of your total-value solution vs. just looking at the price you are offering. In this session, a panel of ERA industry experts will discuss the concept and approach of value-based selling, and useful strategies to attendees better communicate this concept to the customer.³



WEDNESDAY
October 5, 2022
1:00 – 2:15 p.m.

Engagement Selling: How to Warm Call with Confidence

Presenter: [Michael Pedone](#), Founder & CEO, Salesbuzz.com



About the Session

A salesperson can make numerous calls during their workday. In a world where people are constantly bombarded with sales pitches, they're often wary about receiving more calls from unknown numbers. That's why it's important to focus on warm calling—calling those who you know have already expressed interest in your services. When executed effectively, this outbound warm call strategy can work wonders for your business and drive revenue.

Although there's already a prior contact with your lead, you still need to put effort into engaging with your lead and converting warm leads into more prospects. This session will help attendees understand how to prioritize their leads to help them grow sales and learn how to convert a warm lead into an order, and most importantly, a warm customer into a key account.

A Peek into the Academic World of Supply Chain MBA Curriculum: What Are Tomorrow's Supply Chain Leaders Being Taught and What Does This Mean To You?

Presenter: [Jane Siegler](#), Ph.D., Assistant Professor of Operations and Supply Chain Management, Butler University – Lacy School of Business



About the Session

What are supply chain professionals being taught in today's dynamic environment? This session will give attendees a peek into the curriculum that today's supply chain leaders are being taught. Jane Siegler, Ph.D., will provide a brief summary of some of the aspects of an MBA curriculum on supply chain. This session will help guide attendees to better understand what goals supply chain managers have so to improve the value that our companies deliver to them.

WEDNESDAY
October 5, 2022
3:00 – 4:15 p.m.

Digital Marketing: Cutting-Edge Techniques to Help You Up Your Game

Presenter: [Tim Kilfoil](#), President, JF Kilfoil Co.

Panelists: [Ellen Albright](#), Marketing & Communications Director, E-T-A Circuit Breakers; [Heather D'Amico](#), Marketing Manager, Brainard-Nielsen Marketing; [Rob Tavi](#), President & CEO, IBS Electronics

About the Session

Today, digital marketing is pervasive. Great digital marketing is often hard to define, but we all know it when we see it. What does digital marketing mean to you? To your company? How do you do it well? Who is your target? How do you evaluate it? How do you determine its effectiveness? How can it help you grow your brand (both professionally and personally)? This session will provide real-world applications and specific solutions to help take your digital marketing to the next level.

THURSDAY
October 6, 2022
11:00 a.m. – 12:15 p.m.



Not yet registered?
Visit [ERA Virtual Sales Training](#) to register today!

Program Highlights

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THURSDAY
October 6, 2022
1:00 – 2:15 p.m.

Tips & Tricks on Setting Appointments with Emails, LinkedIn and Referrals

Presenter: Charlene DeCesare, Certified Sales Leader, Lead Consultant, The RAIN Group

About the Session

Nothing has changed more in sales in the last decade than prospecting. It's more difficult than ever to get through and get meetings. This session will teach you how to convey the value for the meeting to help you break through the noise to secure more and better meetings and how you can use referrals to warm up every outreach. In this session, you will learn to:

- Succeed with email prospecting
- What works and what doesn't
- Understand how to make your LinkedIn profile boost your reputation among your prospects
- The email message framework that gets meetings
- Apply the power of referrals to generate more effective connections



THURSDAY
October 6, 2022
3:00 – 4:15 p.m.

What Sales Winners Do Differently!

Presenter: Charlene DeCesare, Certified Sales Leader, Lead Consultant, The RAIN Group

About the Session

There's a revolution underway in sales. Sales approaches that have been working for decades are no longer getting the same results. Today's sales winners sell radically differently than second-place finishers. We found that the sellers who ultimately win the sale don't just sell differently — they sell radically differently than the closest second-place finishers.

In this session, you will learn:

- How sales winners sell differently than the second-place finishers
- What buyers report is most important to win their business
- The three top areas where winners excel, and the others fall short



How To Get the Most Out of Your Online Experience

We understand that you might have a lot of questions regarding this online-only ERA sales training course. Here is a brief overview of the virtual platform to help you prepare.

ERA has partnered with virtual event platform Pathable. This secure, sophisticated, interactive platform provides:

Interactive Education

- Automated email reminders for upcoming sessions
- Live webinars with audience Q&A
- Chat and live polling features
- Speaker materials and checklists 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
- Editable personal profile
- Real-time chats during sessions
- Searchable attendee directory
- Mobile-friendly access
- Send direct 1:1 meeting requests to attendees
- Dedicated social media wall

Session recordings will be archived and made available on the virtual sales training website through October 2023. That's 12 months of access to all educational content!

Q: What equipment will I need?

A: You will need either a computer or a smartphone with access to high-speed internet to log in to the platform, though it's recommended that you access the virtual training event via your computer for the best experience. Browsers recommended: Google Chrome.

Q: How do I log in?

A: Registered attendees can expect to receive an emailed invitation to join the virtual site the week of Sept. 26, 2022.

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 using Zoom. Please have Zoom downloaded to your computer or smartphone prior to the virtual training.

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.

FAQs for Attendees

Q: Why is ERA conducting this Virtual Sales Training?

A: Some companies may be unable to send all of their staff to ERA's annual conference in Austin, TX. The expense of the conference can be prohibitive. Plus, pulling people off the phones for several days is not 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 comfortable now learning and networking online vs. in-person, 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 these people be interested in attending this event?

A: The tagline for ERA's Virtual Sales Training is "Sharpening your sales skills in today's market." 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 second year for the ERA Virtual Sales Training. How will the 2022 program differ from 2021?

A: ERA is providing fresh, new content for its 2022 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 a great mix of sessions with single presenters, as well as panel discussions. Topics will address subject like pre-call planning, warm calling, effective communication & listening, educating buyers, digital marketing, setting appointments, and selling on value not on price.

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

A: All sessions will be presented online LIVE, using Pathable, a conference hosting platform. This is a very user-friendly and intuitive virtual event hosting website that allows for online attendee chat, polling and networking. 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 in their day-to-day jobs?

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, worksheets and sales aids to the attendees to implement right away in their daily jobs. 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.

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 ensure that attendees are getting a great mix of training from experiences sales teachers, along with reps, manufacturers and distributors that are living and breathing these topics. More information is available on the [Virtual Sales Training information page](#).

FAQs for Attendees, Continued

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

A: Not to worry! All of the sessions will be recorded and will then be archived (almost immediately afterwards) on the Pathable virtual event platform. Plus, the sessions will be made available for on-demand viewing to registered attendees for up to 12 months after the conclusion of the event. So, you won't miss a thing! And you can come back time and time again through October of 2023 to watch any sessions you find extra valuable!

Q: How can I register for the training?

A: You can easily register yourself or any member of your team online at the [Virtual Sales Training registration page](#). You have the option to register multiple people from your team at once. Click the submit button at the bottom of the registration form, and then you can submit payment securely online.

Q: When is registration closed for the training?

A: The deadline to register for the event is Friday, September 23. 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, ERA Virtual Sales Training Planning Committee!

ERA extends its thanks to the following dedicated volunteers who worked tirelessly to develop this online sales training event:

[Ellen Coan](#), CPMR, CC Electro Sales Inc.

[Hugh Daly](#), Metz Connect USA Inc.

[Bill Gallucci](#), Peerless Electronics

[Holly Good](#), Cornell Dubilier Electronics

[Holly Myers](#), CPMR, Genie Group

[Diana Nawrocki](#), Control Sales, Inc.

[Chris Straube](#), CPMR, Straube Associates



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