

NEMRA POWER™



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SUCCESS

George W. Bush to address the NEMRA Conference in 2016



- We are pleased to announce that former President George W. Bush will be the keynote address at NEMRA16 in Dallas, TX.
- Mark your calendars now to attend this exciting session on Friday, February 5th at 8:00 AM.
- Conference registration will open on September 14, 2015.

NEMRA Institute for Sales Leadership at Wharton



As announced at the NEMRA Conference, NEMRA and the Wharton School at the University of Pennsylvania are developing a three day Executive Education course exclusively for our members. The course is intended for those reps and manufacturers who want to learn new concepts to improve their businesses, from some of the world's leading business professors and consultants. Based on NEMRA member input, the Wharton professors will develop a NEMRA custom case to be used throughout the program addressing key topics such as:

- Strategy Development and Strategic Thinking
- Marketing and Branding
- Sales Force

<NEMRA> NETWORK NEMRA-Network CRM

"The" Industry Solution

Looking for a CRM solution that will Grow Sales and Increase your Productivity? The NEMRA Network is *THE* solution. Designed specifically for our industry, the NEMRA Network will help rep firms overcome the challenges of:

- Monitoring the opportunities in your sales pipeline
- Preparing monthly sales reports
- Increasing collaboration between Outside & Inside Sales
- Learning and using multiple CRM systems

For manufacturers, the NEMRA Network offers a greater chance of a successful implementation, effective utilization and better quality of

- Leadership and People Development

The program will be held at Wharton on the University of Pennsylvania campus. More details will be announced as we complete the course development. In the meantime, if this program is of interest to you please contact Ken Hooper or Kirsty Stebbins. We will then alert you as soon as we have the final details.

Presidents View



NMG Members....Are you in the 28%

In a survey we conducted prior to the NEMRA Annual Conference we asked NMG manufacturers this question. What is your culture (companywide view) when it comes to your Manufacturer Representative sales force? 28% of the respondents answered, "We are completely dedicated to our reps and support them well". Perhaps this response is not surprising to many of you. But, if I'm the CEO of a company charged with growing sales and share, profitably, don't I stand a better chance of doing so when my front line customer facing sales force feels they are fully supported? Don't I want the members of my team that are closest to the customer, to feel supported in their day to day efforts in front of customers?

Reps frequently refer to a line, be it a large principal or a small one, as an "emotional" favorite. This is probably one of the least understood but most important considerations that reps factor in when developing their principal relationships. Becoming an emotional favorite cannot be decreed. It has to be a business philosophy that is consistently applied over time to the point where it is in the company DNA....like it is for the 28%.

If you would like to discuss your company's approach to supporting your reps, please contact me. I'd be happy to consult with you.

Ken Hooper
khooper@nemra.org

► **EXPERIENCE** professional sales
 with next-generation opportunities

Starting an Intern Program

We all recognize the importance of attracting the next generation of employees to our electrical channel. One of the best ways to accomplish this is through a well-planned internship program. Whether it's a

information.... at a cost that is a fraction of what the "big box" CRM providers charge. Take a look today at the simpler, cost effective solution, designed for our Industry. Contact NEMRA to schedule a demo of the NEMRA Network.

Data Management Services provided by



NEMRA

Tired of the Burden of Loading Monthly Sales Data? Let NEMRA's Data Management Service Do the Job

- Each month NEMRA's DMS Team imports 225 sales and commissions reports. An estimate of the time saved for these subscribers is nearly 500 hours monthly.
- 150 Manufacturers provide importable data to their representatives. These sales and commissions reports have been reviewed and tested as "DMS" compatible.
- DMS subscribers have the added benefit of professional assistance in building, generating and disseminating the reports you and your sales force find most beneficial

[List of DMS Subscribers](#)

If you would like

summer internship or an academic year internship, having an intern allows you the opportunity to build your bench for the future. NEMRA has developed some useful tools to help you launch an intern program.

- An Introduction Letter to use in contacting your local colleges and universities
- A Tri-Fold brochure describing the benefits of a professional electrical sales internship
- Internship Program Checklist
- A Sample Intern Position Description
- Sample Intern Schedules

To obtain the NEMRA Internship package please contact NEMRA headquarters at nemra@nemra.org

Announcing NEMRA's partnership with National Association of Lighting Distributors (NAILD)



Lighting Specialist Certificate Training Program

NEMRA has partnered with NAILD to offer the Lighting Specialist I online training program at member pricing \$399 (regular \$499).

Among the range of lighting training programs in the industry, NAILD's LS I Program offers a unique combination of expert technical instruction and hands-on field experience in real-life settings delivered through a user-friendly, self-paced, online approach. With nearly 40 years of expertise in helping today's most elite distributors, contractors, and lighting professionals grow their businesses profitably through education, networking, and technology, NAILD's LS I Program has been the training curriculum of choice for hundreds of successful lighting professionals since its introduction in 2007.

Whatever your role in the lighting industry-whether you're brand new to the field of lighting or just want to brush up on foundation concepts that will help keep your best foot forward-the LS I Program is the beacon that can light you and your customers' way to a brighter future.

[To Register](#)

Select the NEMRA Registration Button, Sign Up Now and use Promo Code NEMRA2015 to receive member pricing.



Welcome to our New NEMRA Members

NEMRA Representative Firms

3-Phase, Inc. - Las Cruces, NM
Agencies Pacific - Honolulu, HI
AM Engineered Sales - West Chester, OH
Cooper Electrical - Cincinnati, OH

additional information please contact:

Jim Bannon at (914) 524 8660 ext 201 or jim@nemra.org

Commissions and Point of Sale Reporting



NEMRA engaged the Channel Marketing Group to solicit channel input on the state of Point of Sale/Point of Transfer reporting as it directly relates to fair and equitable commission reporting. The goal of the research was to assess current practices and understand how those practices were impacting channel relationships. A particular emphasis was placed on understanding the POS/POT reporting for high volume commodity products. Some key findings from the research were:

- 58.7% of the rep respondents reported they have redirected business from one distributor to another due to POS/POT reporting concerns.
- 50% of manufacturer respondents feel that distributors cannot output the needed data with another 35% indicating distributors do not want to share the information, with "trust" being a key issue
- 94% of manufacturers and 89.5% of reporting distributors feel that

Davelaar - Livermore, CA
EACTSC LLC - Aurora, CO
Electrical Logistics - Orlando, FL
Hartland Southwest - Phoenix, AZ
Pac West Sales - Chula Vista, CA
Rainwater Industrial - Highlands Ranch, CO
Stone Sales - Conway, AR
Technical Group Services - Fairfield, NJ
The Reeves Company - Kirkland, WA
Topinka & D'Angelo, Inc. - Williston Park, NY
Underground Sales - Rancho Cucamonga, CA
The Reeves Company - Kirkland, WA
Volco Company - Minneapolis, MN

NEMRA Manufacturers Group (NMG)

Atlantic Industrial LLC - Tampa, FL
EarthTronics - Muskegon, MI
E-Box Enclosures - Alabaster, AL
FLIR - Nashua, NH
Fuji - Edison, NJ
GE Lighting - Cleveland, OH
Lumecon - Farmington Hills, MI
Luxim - Santa Clara, CA
Northern Cables- Brockville, ON
O'Kote - Santa Paula, CA
PNA/API - Gainesville, TX
RDA Lighting - Toronto, ON
Staco Energy - Dayton, OH
Vaopto - Las Vegas, NV

compensation is an important issue and that representatives should be compensated for their local efforts.

Following up on the study, NEMRA has begun to reach out to industry leaders in Distribution and Manufacturing to share the results and solicit their input. A cross channel task force is being formed to 1) improve the transparency of the process and reporting fields, 2) ensure auditability between reps and manufacturers, and 3) share best practices. If you would like to volunteer to serve on the task force please contact Ken Hooper at NEMRA.

The Channel Marketing Group research is available to all NEMRA and NMG members. The full study or the Executive Summary can be accessed on the [NEMRA website](#), or requested via email: nemra@nemra.org

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