

Customize this Template

NEMRA has developed this sample PowerPoint template for use by NEMRA Rep members as either a presentation or “leave-behind marketing piece” for use in your One-on-One meetings at the Annual Conference.

This template was designed to guide you through the process of creating a personalized presentation with a focus on the 5 pillars of the Rep of the Future.

All slide content contains placeholder text and should be used as a guide to populate content specific to your Rep Agency. Slide titles can be edited as well.

You can insert slides as needed to create your presentation, and the correct branding and formatting will be maintained for you.

This template slides as follows:

Title Slide

Quick Facts

Strategy

ROTF Pillars

Technology

Expertise

Marketing

Demand Generation

Planning

Example of Slide with Chart

Example of Slide with Table

Template Editing Instructions



PUT YOUR LOGO HERE

**[enter REP AGENCY
NAME]**

PRESENTATION TITLE



NATIONAL ELECTRICAL MANUFACTURERS
REPRESENTATIVES ASSOCIATION

Title Goes Here



Quick Facts

On this slide present a few facts describing your firm.

Replace sample placeholder text with content specific to your Rep Firm.

- Years in business
- Markets served
- # of people and functional roles
- # of sales calls made annually - % by distribution, contractors, end-users, specifiers
- List any awards you've received
- NEMRA member since ___ and reference any leadership positions held

Quick Facts 2

On this slide present any additional facts describing your firm that did not fit on the previous slide.

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Ut fermentum a magna ut eleifend. Integer convallis suscipit ante eu varius.
- Morbi a purus dolor. Suspendisse sit amet ipsum finibus justo viverra blandit.
- Ut congue quis tortor eget sodales.



PUT YOUR LOGO HERE

Agency Overview

EDIT MASTER TEXT STYLES

NEMRA[®]



NATIONAL ELECTRICAL MANUFACTURERS
REPRESENTATIVES ASSOCIATION

Agency Overview

(Replace sample placeholder text with content specific to your Rep Agency).

On this slide highlight your firm's strategic direction.

Company Mission

- Nulla a erat eget nunc hendrerit ultrices eu nec nulla. Donec viverra leo aliquet, auctor quam id, convallis orci.

Value Proposition

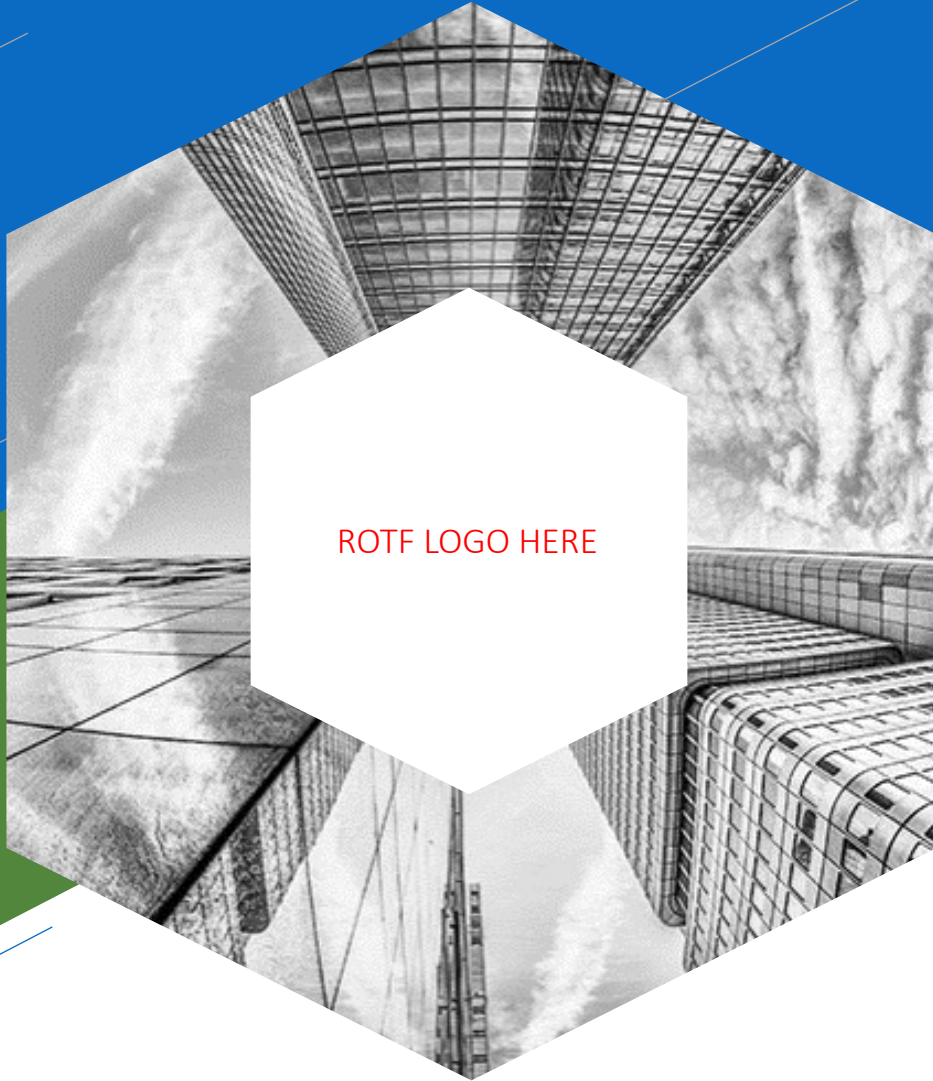
- Nulla a erat eget nunc hendrerit ultrices eu nec nulla. Donec viverra leo aliquet, auctor quam id, convallis orci.

Vision Statement

- Nulla a erat eget nunc hendrerit ultrices eu nec nulla. Donec viverra leo aliquet, auctor quam id, convallis orci.

ROTF Pillars

- Nulla a erat eget nunc hendrerit ultrices eu nec nulla. Donec viverra leo aliquet, auctor quam id, convallis orci.



ROTF LOGO HERE

Technology

EDIT MASTER TEXT STYLES



NATIONAL ELECTRICAL MANUFACTURERS
REPRESENTATIVES ASSOCIATION

Technology

Replace sample placeholder text with content specific to your Rep Firm.

On this slide talk about how you use technology to drive productivity and use sales technology tools to grow the business

How We Use It

- State how you use technology in your firm to be more productive, more efficient and more effective in the field.

Sales Enablement Tools

- Investment in CRM, marketing automation, ERP system, data analytics, virtual interaction tools
- Utilization of available technologies to enhance sales enablement
- Dedicated personnel and processes
- Use of NEMRA Solution Providers
 - RepFiles, Tradetech, mETaL, etc.



ROTF LOGO HERE

Expertise



NATIONAL ELECTRICAL MANUFACTURERS
REPRESENTATIVES ASSOCIATION

Expertise

(Replace sample placeholder text with content specific to your Rep Agency)

This should feature how you invest in and develop your most important company asset, talent, to become experts of the brands you represent.

How do you attract, develop, retain the best people?

- Describe your company strategy related to building your team
- Describe your company culture and how it drives superior performance

How do you train your people to be better sellers?

- Describe your training plan
 - Internal training process
- Utilization of factory training resources
- Utilization of NEMRA resources
 - NEMRA U training playlists and courses, MRERF/IPA discounted programs (CPMR, CPSC), NEMRA Sales Mastery program
- Note any certifications
 - CPMR, CSP, LC, LEED AP, RCDD) Investment in specialists

Expertise (cont.)

(Replace sample placeholder text with content specific to your Rep Agency)

This should feature how you invest in and develop your most important company asset, talent, to become experts of the brands you represent

How do you develop management/leadership skills?

- MRERF/IPA (CPMR, CPSC)
- NEMRA Professional Development Programs
 - Emerging Leaders, Sales Mastery
- NEMRA University training playlists and courses
- Sharing of best practices in Networking Groups
- Other programs and/or organizations you belong to which help build leadership skills



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Marketing

EDIT MASTER TEXT STYLES



NATIONAL ELECTRICAL MANUFACTURERS
REPRESENTATIVES ASSOCIATION

Marketing

(Replace sample placeholder text with content specific to your Rep Agency)

Your marketing should focus in 3 areas, to support Marketing as a Pillar in the ROTF and in the role of Demand Generation

Types of Marketing

- Agency marketing
 - Promoting the agency
 - Elevating brand image & awareness
- Supplier Co-marketing
 - Marketing your suppliers in your territory, typically with supplier marketing material
- Account based Marketing (ABM)
 - Target specific accounts / vertical markets.
 - Can also evolve to ABS (account-based selling) which relates to targeting specific accounts)

Marketing (cont.)

(Replace sample placeholder text with content specific to your Rep Agency)

Rep Marketing should focus in 3 areas, to support Marketing as a Pillar in the RORF and in the role of Demand Generation

Marketing Resources

- Dedicated marketing person and marketing communication tools
- Utilization of NEMRA Solution Providers
 - (RepFabric, Repfiles, Strategic X, DISC, EW, Channel Marketing Group, etc.)
- How you use your database as a competitive advantage
- Dedicated resources & investment in a digital marketing platform
 - Use of outbound marketing tool from company database
- Alignment with sales operations & leadership
- Utilization of market data and segmentation tools
- Product positioning & outreach



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Demand Generation

EDIT MASTER TEXT STYLES



NATIONAL ELECTRICAL MANUFACTURERS
REPRESENTATIVES ASSOCIATION

Demand Generation

(Replace sample placeholder text with content specific to your Rep Agency).

The key to survival is more focus on the end user / influencer (ex. engineers, architects). Present how your firm is driving your manufacturers brand and growth

Activities

- Sales force structure and roles
- Level of technical expertise within firm
- Use of market segment specialist
- % of time spent with end users - MROs, OEMs, Contractors
- Major projects secured – show references
- Emphasis you place on selling solutions and business outcomes
- Ability to adapt to market conditions
- Complimentary product basket to maximize demand impact
- Positioning new products quickly



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Planning

EDIT MASTER TEXT STYLES



NATIONAL ELECTRICAL MANUFACTURERS
REPRESENTATIVES ASSOCIATION

Planning

(Replace sample placeholder text with content specific to your Rep Agency)

Present how your firm is planning for the future and reinvesting in resources to make you better, more valuable and a stronger partner

Elements

- Annual agency plan and account planning
- Product line direction and synergy
- Investigating emerging markets and technologies
- Succession plan focus-business continuity
- Reinvestment strategy / roadmap
 - Non-traditional shift in revenue generation
 - Marketing
 - Sales Operations
 - Training

Chart Option

PLACEHOLDER TEXT

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Ut fermentum a magna ut eleifend. Integer convallis suscipit ante eu varius.

Morbi a purus dolor. Suspendisse sit amet ipsum finibus justo viverra blandit.

Ut congue quis tortor eget sodales.

Chart Title



■ Category 1 ■ Category 2 ■ Category 3 ■ Category 4

Table Option

PLACEHOLDER TEXT

COLUMN HEADING	COLUMN HEADING	COLUMN HEADING	COLUMN HEADING	COLUMN HEADING
ROW HEADING	Row text	Row text	Row text	Row text
ROW HEADING	Row text	Row text	Row text	Row text
ROW HEADING	Row text	Row text	Row text	Row text
ROW HEADING	123.45	123.45	123.45	123.45



Thank You.



First Last



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email@domain.com



www.nemra.org

NEMRA[®]



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