



# Group Manufacturer Meetings

Tuesday, December 10th & Wednesday, December 11th  
Tuesday, January 7th & Wednesday, January 8th

## Why Host a Group Manufacturer Meeting?

These meetings, led by the manufacturers themselves, are critical to setting up your independent reps for success and ensuring alignment on key initiatives. Below are five topics to discuss during your group meeting:

### Topic #1: Reinforce Mission and Value



Align your reps with your company's mission and value to ensure clear messaging and brand representation in the field.

### Topic #2: Communicate Strategic Plan

Review your long-term goals so your reps understand your company's direction and can align their businesses to support key initiatives.



### Topic #3: Introduce New Initiatives and Products



Educate your reps on new offerings to help them confidently promote these products within their market.

### Topic #4: Highlight Resources Available

Ensure your reps are aware of the marketing resources available to help them effectively represent your brand.



### Topic #5: Set Market Expectations



Provide insights on market trends and your growth expectations to guide productive discussions at the conference.