

New Pathways to Growth: Deploying the Sales Force Offensively

February 26
Training

1 - 4 p.m.

QA Session

4 - 5 p.m.

**\$199 per
person**

Who: Distributor Principals, Distributor Sales Managers, Key Sales Staff and Manufacturers Who Would Like to Help Their Distributors Sell More.

What: Sales Management Seminar presented by Michael Marks, known for his expertise in wholesale distribution and sales.

When: OPEESA Annual Meeting, Sunday, February 26, 2012 at 1 p.m. There will be three, one-hour modules with different topics. At 4 p.m. there will be a feedback and QA session.

Why: OPEESA Members have been asking for industry-specific training. This seminar helps fulfill OPEESA's mission to provide that training.

Cost: \$199 per person.

There will be three modules, each with their own presentation and discussion, followed by a feedback/QA session from 4 pm to 5 p.m.

First Module:

Best Practices in Sales Management for Growth Companies

- What is a pipeline for distributors
- Transitions from self-directed to management-directed sales reps
- How to do a territory review that increases performance
- Adding selling specialists: alternative sales organizations and structures

Second Module:

What Dealers Really Want

- How does a dealer make money
- How do they choose a distributor
- How do they decide to change distributors and/or lines

Third Module:

Emerging Trends in Incentive Design

- Knowing which dollars of gross margin are more important than others
- Hybrid program structures that unlink volume and account assignment from income
- Gaining income and role alignment with the market strategy

Mike Marks co-founded the Indian River Consulting Group in 1987. Marks began his consulting practice after working in distribution management for more than 20 years. Marks is recognized for his expertise in one- and two-step distribution channel strategies, supply chain management, and the practical application of real world technology.

Mike will also be presenting “**Leveraging Manufacturer/Distributor Alignment to Gain Marketshare**” on Tuesday, February 28, 2012 from 9:30 a.m.- 12:00 noon. There is an optional Breakout Session from 1-3 p.m.



There is an additional cost to attend this special Sunday training session. Please indicate whether you will be attending on the registration form.



Please fax or mail your response to:
OPEESA, 37 Pratt Street, Essex, CT 06426 • FAX: (860) 767-7932