













organization to create value and make money from your key, target, maintenance and why bother customers. It also looks at the requirements to take care of the unique needs of your firm's strategic accounts.

#### 039. Vital Planning Disciplines for Sales Professionals [PM]

1:00 pm – 4:30 pm

Instructor: Don Buttrey

Previously, high levels of business typically distracted salespeople from proactive activities. Perhaps we were responding to quote requests and putting out fires. Now it is time to proactively SELL and be "order makers" — not "order takers!" This requires three vital planning disciplines:

- Territory Planning
- Account Strategic Planning
- Pre-call Tactical Planning

This powerful workshop will equip sales managers and front-line sales professionals with the direction and proven tools essential for getting these vital planning disciplines accomplished! These activities are time management investments that assure short and long-term sales success.

#### 040. Troubleshooting Inventory Replenishment [AM]

8:00 am – 11:30 am

Instructor: Jon Schreibfeder

Every distributor has to answer two questions when replenishing inventory. When to reorder products and how much to order. In this half day session we will explore how to ensure that your company is using "best in class" practices to ensure that you consistently meet or exceed customers' expectations of product availability. Topics will include accurate demand forecasting, dealing with unreliable lead times and suppliers, evaluating vendor offers, when to establish a central warehouse or distribution center, and the special challenges of overseas purchasing.

#### 041. Effective Warehouse Operations [PM]

1:00 pm – 4:30 pm

Instructor: Jon Schreibfeder

Every distributor has one or more warehouses. But few realize that efficient and effective warehouse operations are a key element to success and profitability. In this half day session we will explore how a few simple practices will help you

ensure that the on-hand quantities of stocked products are consistently accurate and that you efficiently store items in order to minimize the cost of filling orders. Included will be a presentation of a cost/benefit analysis of implementing new material-handling technology.

#### 042. Marketing Strategies [AM]

8:00 am – 11:30 am

Instructor: Steve Deist

This course will cover the fundamentals of marketing, and how to develop and execute a market based strategy. Key topics include: market sizing and opportunity assessment; segmentation, targeting and positioning (STP); setting corporate priorities based on market gaps; and the role of a true product marketing function within a distribution firm. The course will include a deep dive into using multiple sales channels and structures, including traditional outside and inside sales, hybrid sales reps, tele-sales, specialists, "wholetailing" and web based sales and marketing functions. The content is based on the instructor's extensive real-world experience working with world-class distributors and manufacturers.

#### 043. Pricing Strategies [PM]

1:00 pm – 4:30 pm

Instructor: Steve Deist

Improved pricing practices can be one of the most effective ways to increase bottom line results quickly, but pricing changes are often complex and risky. This course will outline the steps required to implement a world-class pricing program that will grow margins while managing short and long-term risk. Key areas of focus include analytics (internal pricing practices, transaction analysis, elasticity, sensitivity patterns, etc.), strategies and tactics (such as commodity leader, value based, market basket, functional discounting), management tools (metrics, feedback loops, incentives) and implementation best practices. A properly designed pricing strategy must be based on customer segments, so this session provides an analytical framework for effective segmentation. This course will show how to obtain permanent benefits and continuous improvement.

## SCHEDULE AT-A-GLANCE

### SUNDAY, MARCH 11

- 001 Finding the Balance in Branch Management [Bader] [AM]
- 002 The Foundations of Leadership, "They" KNOW it when "They" SEE it! [Alofsin] [PM]
- 003 Feedback with Impact. [Geisler] [AM]
- 004 Know More! Selling [Richter] [PM]
- 005 Value-Added Selling [Reilly]
- 006 Creating a Competitive Distinction [Underhill]
- 007 Sustaining Growth: Making the Leap from Lifestyle to Professional Management [Marks] [AM]
- 008 Distribution in a Post Amazon World [Marks] [PM] **NEW**
- 009 Differentiating Your Distribution Company – A Winning Strategy [McCleave]
- 010 Mastering How Do They Do That: Secret Tech Weapons for Work and Home [Ziesenis] [AM]
- 011 Actually I Can... The Soft Skills of Leadership! [Hoberman] [PM] **NEW**

### MONDAY, MARCH 12

- 012 Preparing for 2020: The Manager's Guide to Dealing with the New Workplace [Newton] [AM]
- 013 Decide: Work Smarter, Reduce Your Stress, and Lead by Example [McClatchy] [PM]
- 014 Leaders are not Born. They are Built! [Disharoon] [AM]
- 015 Branch & Operations Effectiveness for Distributors PART I [Workman] [PM]
- 016 Improving the Bottom Line [Bates]
- 017 Inside Sales 101 [P Reilly] [AM]
- 018 The Successful Manager's Toolkit [Larsen] [PM] **NEW**
- 019 Mergers & Acquisitions: How They Affect the Competitive Landscape [Marks] [AM]
- 020 Big Data Analytics For Wholesale-Distributor [Marks] [PM]
- 021 Proving Total Cost Savings [Underhill]
- 022 SWAT Team Selling — Leading Your Team to a Competitive Advantage [Pancero]

### TUESDAY, MARCH 13

- 023 Branch & Operations Effectiveness for Distributors PART II [Workman] [AM]
- 024 7 Keys to B2B Online Marketing Success! [DeStefano] [PM] **NEW**
- 025 Sales Performance by Design [Monoky]
- 026 Amazon Business: Defending Against, Partnering With, and Out-Innovating [Merrifield] **NEW**
- 027 Planning and Managing the Distributorship for Greater Profits [Rice]
- 028 Hiring the Right Salespeople [Eilers] [AM]
- 029 Improving Profitability Thru Joint Sales Calls [Eilers] [PM]
- 030 Mastering the Five Most Critical Skills for Selling Success [Pancero]
- 031 E-commerce: Driving Industrial Opportunities [Tompkins] [AM] **NEW**
- 032 The Power of Focus: Strategic Planning for Distributors [Deist] [PM]

### WEDNESDAY, MARCH 14

- 033 Personnel Productivity Improvement [Newton]
- 034 Creating a Winning Marketing Plan [McQuiston] [AM]
- 035 Increasing Your Sales Force's 'EQ' [McQuiston] [PM]
- 036 Negotiation Skills for Distributors [Schatzki]
- 037 New Process of Distribution Sales Management [Eilers]
- 038 Managing the Account Portfolio [Monoky] [AM]
- 039 Vital Planning Disciplines for Sales Professionals [Buttrey] [PM]
- 040 Troubleshooting Inventory Replenishment [Schreibfeder] [AM]
- 041 Effective Warehouse Operations [Schreibfeder] [PM]
- 042 Marketing Strategies [Deist] [AM]
- 043 Pricing Strategies [Deist] [PM]

# UID 2018 REGISTRATION

# SCHEDULE AT-A-GLANCE

Name: \_\_\_\_\_ Nickname: \_\_\_\_\_  
Company: \_\_\_\_\_  
Business Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_ Cell: \_\_\_\_\_

**CHECK ONE:**  Distributor  Manufacturer  Other  
**HAVE YOU ATTENDED A PRIOR UID PROGRAM?**  Yes  No  
**DO YOU PLAN TO ATTEND THE UID HAPPY HOUR ON SUNDAY EVENING?**  Yes  No

**TITLE:** Check the one that most approximates your responsibilities.  
 Sales/Sales Management  Executive Management  Finance  
 Operations/Administration  Manufacturer's District Manager  Marketing  
 All of the Above  Other \_\_\_\_\_

**AGE:**  Under 30  30-40  40-50  50+

**LENGTH OF INDUSTRY SERVICE:**  Less than 5 years  5-10 years  10-15 years  
 15-20 years  20+ years

**TUITION:** To take advantage of the Early Registration Discount, your registration must be postmarked, faxed or submitted online by January 10, 2018.

**By January 10, 2018.**  Association Member - US \$1,095  Non-Member - US \$2,095  
**After January 10, 2018.**  Association Member - US \$1,295  Non-Member - US \$2,195

#### PAYMENT (in US Dollars)

Check enclosed (payable to Association Education Alliance) Total \$ \_\_\_\_\_  
 Charge to my:  VISA  MC  AMEX  Discover

Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Verification Code: (see code on back of credit card) \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

Address \_\_\_\_\_ Zip \_\_\_\_\_

#### GENERAL RULES AND REGULATIONS:

1. A separate form must be completed for each registrant. Make additional copies if needed. Registrations will not be accepted by telephone.
2. Payment must accompany your registration. Make checks payable to AEA or Association Education Alliance, LLC.
3. Include credit card information and signature if you are registering by fax.
4. Registrants will receive confirmation of their course selections prior to the start of classes. Review your confirmation carefully and inform the UID office immediately of any errors. NO course changes will be honored on site!
5. Courses may be cancelled due to lack of enrollment. You will be notified of any changes.

**CANCELLATION POLICY** Cancellations must be received in writing by February 12, 2018. UID will refund the cost of tuition minus a processing fee of US \$100. No refunds will be given after this date. A substitute registrant may be sent.

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- 043 Pricing Strategies [PM]

#### PRESENTED BY



#### MAIL COMPLETED REGISTRATION FORM TO:

105 Eastern Avenue, Suite 104  
Annapolis, MD 21403 or Fax to 410-263-1659  
Or, register online at [www.univid.org](http://www.univid.org). Due to the high volume of registrations, we are unable to acknowledge receipt of faxed forms - please do not call. Your confirmation will be emailed within one week of receipt of your registration form. Online registrations will automatically receive a confirmation.

#### IMPORTANT DEADLINES

**January 10, 2018 - Early bird registration.** Registrations must be mailed, faxed or submitted online to take advantage of the discounted early registration fee.

**February 16, 2018 - Hotel reservation and cancellation deadline.** Reservations must be made directly with the hotel prior to 5 p.m. Central Time to receive the UID rate.

**February 16, 2018 - Registration deadline.** All applications received after this date will be handled on a case-by-case basis.

# SPONSORS

AHTD	Association for High Technology Distribution
ASA	American Supply Association Education Foundation
AVDA	American Veterinary Distributors Association
BSA	Bearing Specialists Association
CDA	Convenience Distribution Association
CIPH	Canadian Institute of Plumbing & Heating
ECIA	Electronic Components Industry Association
EFC	Electro-Federation Canada
FEDA	Foodservice Equipment Distributors Association
FISA	Food Industry Suppliers Association
FPDA	The FPDA Motion & Control Network
GAWDA	Gases and Welding Distributors Association
HARDI	Heating Airconditioning & Refrigeration Distributors International
HRAI	The Heating, Refrigeration and Air Conditioning Institute of Canada
IAPD	International Association of Plastics Distributors
ISA	Industrial Supply Association
ISD	International Sealing Distribution Association
ISSA	The Worldwide Cleaning Association
MHEDA	Material Handling Equipment Distributors Association

NACD	National Association of Chemical Distributors
NAED	NAED Education & Research Foundation
NAFCD	North American Association of Floor Covering Distributors
NAHAD	The Association for Hose & Accessories Distribution
NAWLA	North American Wholesale Lumber Association
NBMDA	North American Building Material Distribution Association
NFDA	National Fasteners Distributors Association
NIBA	The Belting Association
NMDA	National Marine Distributors Association
NPTA	NPTA Alliance
OPEESA	Outdoor Power Equipment and Engine Service Association
PEI	Petroleum Equipment Institute
PIDA	Pet Industry Distributors Association
PTDA	Power Transmission Distributors Association
RPA	Retail Packaging Association
SHDA	Security Hardware Distributors Association
STAFDA	Specialty Tools & Fasteners Distributors Association
TCATA	Textile Care Allied Trades Association
WF&FSA	Wholesale Florist & Florist Supplier Association
WMA	World Millwork Alliance