



NEMRA MEMBER CONNECTION

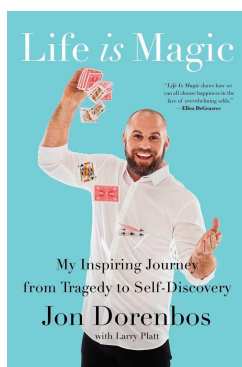


Jon Dorenbos - Keynote NEMRA20

Books available - 'Life is Magic'

Did you walk away from Jon Dorenbos' keynote at NEMRA20 feeling energized and ready to reach new heights? You won't want to miss out on Jon's inspiring story of strength and transformation in his latest book 'Life is Magic.'

Please contact [NEMRA](#) to place your order today.
Cost: \$20 each



CRM: RepFabric



Founded by a rep, Repfabric is a modern cloud-based application designed to speed up the workflow and reporting for reps and manufacturers that go to market using independent reps. Agencies have found that Repfabric will reduce a salespersons desk time

by five hours per week so they can spend that time selling instead.

CRMSync® removes the burden of updating multiple CRM's

- Create activity journals by manufacturer
- Easily answer the "What have you done for me lately?" question
- Sales call followup from your phone is a quick, easy, and viable option....with canned pitches. Right after the call, not 7:30 at night.
- Outlook integration for contact syncing & email threading

Opportunities, emails, and sales numbers all in one place--your phone.

Delivering ultimate mobile efficiency!



See what our customers have to say...

"We've been NEMRA members for 20 years. We implemented Repfabric last year replacing Act and a sales /commission only software we had used for over 15 years. I wanted one system that combined CRM and sales numbers. I was referred to Repfabric by a rep firm who used another package and am glad they told me to check it out. Repfabric addressed our needs so accurately, I felt like they'd been in my office for 5 years observing our procedures."

Dave Mullaly CPMR
R. M. Clark Associates

"Our agency made the change from our existing CRM to RepFabric a little less than a year ago. Our main focus was to get something that had a more user friendly mobile platform, quicker access to sales data, and something that had an all-inclusive cost. The conversion process was relatively painless and the customer support has been great. RepFabric has even already incorporated a couple of my suggestions into their platform. We have been impressed and look forward to continuing the push the envelope with RepFabric and my sales team."

Steve Goldschmidt CPMR
GES Goldschmidt

For more information, contact:

sales@repfabric.com
(844) 737-7253

Electrical Wholesaling

Need Electrical Sales Potential Data for Your 2020 Strategic Marketing Plan?

Electrical Marketing

Electrical Marketing newsletter now offers subscribers 2020 sales potential estimates for 17 key electrical product categories at the national level, and electrical sales potential estimates for the contractor and industrial markets at the metro, county, state and national level.

This exclusive data is available to all NEMRA members for a special annual subscription rate of just \$99 per year. This is a special subscription rate just for NEMRA members that's 50% off the annual subscription rate. [You can subscribe today by clicking here.](#)

For more information about this new subscription offer for NEMRA members, contact:

Jim Lucy
Content Director
Electrical Wholesaling
jim.lucy@informa.com
phone (913) 967-1743

CRM: Empowering Systems

Why do Manufacturers' Representatives need analytics?



You're probably using CRM. Hopefully it's CRM for manufacturers reps, so it's easy to use and works how you do. Your people are updating opportunities, your managing your commissions but what now? What do you do with all of the data you've accumulated? How can you use it to show your manufacturers what you've sold right down to the product level and what's in the pipe?

Analytics will do all that and more. Take all your data and easily run visual reports showing trends and drop-offs, what products are doing well and who from your firm is selling the most. Techopedia explains Sales Analytics as "the process used to identify, model, understand and predict sales trends and sales results while helping in the understanding of these trends and finding improvement points. ... Relevant data is mined and then analyzed in order to forecast future sales." Learn more from Techopedia [here](#).



Sounds good right – but who has the time? Empowering Systems has taken the work out of analytics. As an add-on to AccountManager CRM Empowering Systems developed AccountReporter Analytics™ with pre-configured dashboards and filtering so you can skip over the work and start learning about your business trends right out of the box.

Want to learn more or schedule a demonstration – contact:

Carroll Boysen

cboysen@empoweringsystems.com

(888) 297-2750 x709

NEMRA Health Program: Lighthouse Insurance Group

NOT ALL ASSOCIATION HEALTH PLANS ARE THE SAME

What your members get with a traditional "one-size-fits-all" group health plan or association health plan.



What your members get with the **LIG Association Health Program - CHOICE!**



SOLUTIONS
MEMBERS - COMMUNITY - MARKETS

www.LIGmembers.com

This important member-only benefit is built to give you a choice in the type of health coverage you need for you, your family, your business, and even your employees. From major medical and short-term plans to dental and vision to a full collection of critical illness and disability options, LIG will find the coverage that fits your needs today and down the road.

If you missed the traditional open enrollment period, have had a job change or other qualify life event (marriage, birth, death, divorce, moved, etc.), or need to look at group coverage options for a business now is the perfect time to talk to the team at Lighthouse about your health coverage options.

Please know you have options, and you have a choice. The NEMRA Health Program powered by LIG is your solution to find the most affordable coverage options for you and your family as well as any business and employees.

If you are in need coverage today or if you would like to discuss coverage options for the long-term, please **call the LIG team at (866) 990-2152** to speak with a licensed advisor **or visit www.ligmembers.com/nemra** to **schedule an appointment** and get your no-obligation quote from our exclusive NEMRA member benefits program.

We thank you for being a valued member of NEMRA and your continued support of our organization.

If you need additional information regarding this new member benefit, please call 866-990-2152 to speak with the team at LIG.

Marketing Service Provider: Strategic X

Website Refresh?



Does your website need updating? If you visit your own site and find that it doesn't communicate what your business is today, then it's time. Forget about the style, or the look. If your site doesn't show what you can do for your customer or for your supplier, then it's time for a refresh.

Website companies build websites. Strategic X Marketing builds websites for businesses and rep firms in the electrical industry.

Need your website to do a better job of communicating your current products, services and value propositions? Contact Strategic X. We can help from a total rebuild, to simple content updates that have been sitting on your "to-do list".

- User friendly, dynamic websites
- Easy to update and maintain
- Mobile optimized
- Search Engine Optimized
- Logo update/redesign
- Monthly web support and updates

For more information, contact:

[Jennifer Hernandez](#)
phone (561) 859-7522

RepFiles

We are built by the industry, for the industry.
Now is the time to give back to the industry.



Since 2012, [RepFiles](#) has partnered with NEMRA to provide a content delivery tool that empowers sales teams to be efficient, prepared and mobile. We are grateful for our relationship and committed to serving NEMRA members.

As manufacturers are now looking for a way to deliver essential sales and marketing content to reps working from home during the COVID-19 pandemic, **RepFiles is responding by offering select services for free until the end of the year to NEMRA manufacturer members.**

For new RepFiles customers, this includes:

- Files delivered through the RepFiles NEMRA app through a single, secure plugin*
- Assistance with uploading content
- Custom push notifications announcing content updates
- Technical support

For existing customers, we are removing the cap on the number of plugins they can generate for no additional cost to their annual subscription.

Reps continue to need up-to-date collateral that they can find quickly during virtual meetings. Contact support@repfiles.net and we'll help you deliver this content to them using our industry-wide adopted tool. No credit cards. No commitments.

*500 MB of content maximum

For more information, contact:

[Jessica DeLuca](#)
phone (216) 245-8257

POS Initiative

A NEMRA Initiative and Industry Standard



With the support and endorsement of NEMRA, NAED and NEMA, SPARXiQ is pleased to deliver the first industry hub solution for point of sale (POS) capture, POSConnection. POSConnection streamlines the POS data capture process through an online industry portal. The portal helps manufacturers and industries address the POS collection process and delivers clear, consistent and easily accessible data. POSConnection is a data highway simplifying the data collection process.

POSConnection provides:

- A web environment to facilitate uploading the data
- Utilizes a shared hub for data upload between manufacturers and distributors
- Ensures standardized process for all NEMRA partners
- Allows for different levels of data input

Improved data accuracy:

- Standardized process ensures quality provisioning of POS data
- Cleanse data records through a data cleansing “wizard”
- Data cleansed against product data files provided from manufacturer files and IDEA
- Common data entry errors are identified and corrected
- Consistent, normalized customer records
- Identifies unknown customers upon submission
- Flags records that don’t match in advance

Centralized reporting:

- Monitors distributor sales using POS
- Is accessible by distributor and manufacturer sales staff
- Enables manufacturers to give reps access to key customer sales performance

[POSConnection](#) helps your company expand data capabilities so you can meet the new demands of today’s business environment.

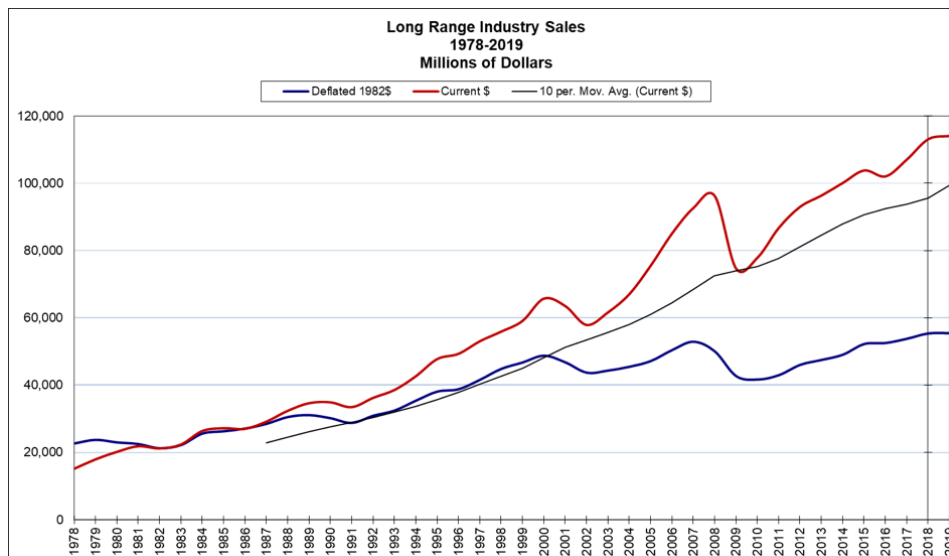
For more information, contact:

[Pam Courtois](#)

phone (216) 455-1550

Industry Forecast: DISC Corp

Forecasting the Electrical Industry



Forecasting is crucial to the human condition. From stocking the family pantry for the week to estimating the time it takes to get to work. It is in our nature to gather data and then use that data to predict needs and forecast results. This is especially true when we

are trying to understand the markets and conditions of our business. DISC Corp is estimating the electrical distribution community to have sold \$111 billion dollars in 2019 and we were looking for modest growth in 2020 of 1.87% until the financial devastation of the Covid-19 event.

As a manufacturer, agent or electrical distributor, I would want a reliable and consistent source of information to help guide me through these troubled waters. We need information to help us find opportunity and analyze performance. What is my share by region? By market segment, by branch, by county, by zip code, by salesperson and product? Where do I look for future opportunity to grow my share? Are my resources in the correct places to ensure I have the right amount of coverage to meet demand?

DISC Corp has been forecasting the electrical industry since 1985. We would love to share how our solutions have helped many in our industry strengthen their market position.

Subscribe to the DISC Monthly Flash Report to get market and industry relevant performance data now!

A one year subscription is normally \$895, but for NEMRA members only \$795 for 12 months of market data. Please contact [Christian Sokoll](#) to subscribe.

For more information, contact:

[Christian Sokoll](#)
phone (346) 339-7528

Financial Service Provider: T.I.P.S 4 Reps

Succession Planning



TAX PLANNING

INVESTMENT FIDUCIARY MANAGEMENT

PENSION SOLUTIONS

SUCCESSION PLANNING

T.I.P.S. 4 Reps is your benefit partner as it relates to any of the following “Lines” of Discipline: Tax, Investment, Protection and Succession Planning. The focus of this newsletter is on succession planning. Whether you are an owner with 10 years to retirement or you are one to two years along with implementing your succession plan, there is a reason the word SUCCESS is in succession planning!

We have customized an entire Succession planning process called R.E.P. Management™ (Retirement and Exit Plan) Succession Planning in 3-D™. R.E.P. Management™ is a turn-key solution that will help you design, develop and delegate a unified succession plan with a tax planning foundation.

Design- We design an overall succession plan that integrates tax, investment and protection planning in coordination with your overall succession plan by minimizing costs and taxes while maximizing the net after tax benefit to you the owner.

Develop- We develop strategies that will accomplish the design parameters. Our team has developed customized strategies for our rep clients that accomplish the goals of tax reduction, buyout cost minimization and maximize the net after tax benefit to the owners.

Delegate- We have a consortium of third party strategic advisors that are approved to work with our rep clients when we need to delegate the strategies we developed to maximize the design of the overall plan. We have the “best of breed” in accountants, tax attorney’s, valuation analysts, wealth management advisors, insurance advisors, pension actuaries and more.

We manage the entire 3-D plan that our R.E.P. Management™ encompasses using the following steps:

1. Valuation

2. Management Group
3. Retirement Goals
4. Net After Tax Cost of Succession Plan
5. Minimize Taxes and cost of Payments and Maximize Net after tax to Owner
6. Payment Structure-Line Loss/Gain
7. Insurance Planning
8. Review Design and Developed Strategies
9. Delegate Drafting
10. Tax and Wealth Management

As a NEMRA member benefit, you may contact T.I.P.S. 4 Reps to obtain a complimentary consultation. Be on the lookout for the NEMRA sponsored succession planning webinar taking place in April!

For more information, contact:

[John Vrablic](#)

(440) 258-5135

Technology Service Provider: Trade Tech Solutions (TTS)

The TTS Solution



As you may have already noticed, we have a new look! TTS recently launched our new website and branding – TradeTech Solutions (TTS)

Meet our team and learn about Matt Scarborough's professional background. Find out why we say "the TTS platform was created for the Industry by the industry".

The TTS solution offers five integrated modules:

1. Quotations
2. Sales Analysis
3. CRM
4. Total Order Entry
5. Marketing

Product modules are highlighted with the features and report functions they support with screenshots and descriptions.

[Access](#) for the TTS platform and Total Order Entry are also still accessible here. Did you know that TradeTech is much more than an inventory control center?

[Learn more here](#)

For more information, contact:

[Matt Scarborough](#)

(617) 797-4956

NEMRA NEWS

NEMRA Headquarters is Moving!

We would like to inform you that we are relocating the NEMRA headquarters to a new and central location on April 1, 2020.

[Read More.](#)

COVID-19 (Coronavirus) Information and Updates

As the coronavirus (COVID-19) continues to spread, we have a heightened awareness at NEMRA of our responsibility to our employees and to our membership. We have three priorities guiding our decisions during this time of uncertainty: to keep our employees safe, to ensure service to our customers and partners, and to do our part in preventing the spread of the virus.

[Access NEMRA COVID-19 Resources](#)



NEMRA™