



## Conference Educational Sessions

Tomorrow's leaders must embrace continuous learning as both a personal and an organizational value in order to create a culture of growth and competitiveness.

<b>February 2, 2021</b>	<p><b>Mastering Sales and Sales Leadership: Craig Wortmann, Founder and CEO of Sales Engine, Inc.</b>          The 2021 NEMRA Conference will kick-off with a hard-hitting sales education program with Craig Wortmann covering topics ranging from the mindset required to be an expert salesperson and sales leader to proactive pursuit, qualifying, handling objections, presenting with panache, closing and telling the right story at the right time for the right reasons. Complete program description and fee can be found in conference registration. <a href="#">View Craig's Introduction Video</a></p>	<b>1:00PM – 4:00PM</b>
<b>February 3, 2021</b>	<p><b>Working with NECA Contractors: What You Need to Know - David Long, CEO of NECA</b>          David is seen as a leader throughout the electrical construction industry and will provide us with a better understanding of NECA as well as best practices when working with NECA contractors.</p>	<b>9:15AM – 10:15AM</b>
	<p><b>Intelligent Territory Management to Map Your Route to Success</b>          Capturing and sustaining, lines and growth requires an intelligent market approach that is data driven, insightful and delivers results. Join Christian Sokol, President, DISC Corp; David Gordon, President of Channel Marketing Group; Jim Lucy, Editor-in-Chief, Electrical Wholesaling / Electrical Marketing as they share their four-step approach, and integration of insights, to ensure your route to success.</p>	<b>9:15AM – 10:15AM</b>
	<p><b>Networking Session – Market Update: John Selldorff, CEO of Legrand, North and Central America</b>          With more than 35 years of leadership experience building global brands and guiding top-tier companies, John will share his perspective how we prepare, both as Manufacturers and Representatives, for the changes that are shaping the “future” of our association and partnerships</p>	<b>11:45AM – 12:45PM</b>
<b>February, 4, 2021</b>	<p><b>Powering Difference in Distribution: Tammy Livers, Senior Vice President of Sonepar</b>          With 20+ years of experience in the electrical wholesale industry, Tammy will share insights on innovative and customer-centric strategies that deliver world-class services and solutions.</p>	<b>8:00AM – 9:00AM</b>
	<p><b>Working with IEC Contractors: What You Need to Know – Spencer Villwock, CEO of IEC National</b>          Spenser is a seasoned association executive with over 26 years of leadership and will provide us with a better understanding of IEC as well as best practices when working with IEC contractors.</p>	<b>8:00AM – 9:00AM</b>