

NEMRA™



NATIONAL ELECTRICAL MANUFACTURERS
REPRESENTATIVES ASSOCIATION

MEMBER CONNECTION

NOVEMBER 2020



NEMRA NEWS

Manufacturers' Best Practices

A Professional Development Program for NEMRA Members

Date: November 10-11, 2020

(Click image below to learn more and register)



SALES CONCEPTS:

NEW Professional Development Program for
NEMRA Members

(Click image below to learn more)

SALES CONCEPTS

Training is a process, not an event.
salesconcepts.com

To Register:

Email Andrew Sharp (asharp@salesconcepts.com)
or Call (800)-229-2328 x 226

Mastering Sales and Sales Leadership

A Professional Development Program with Craig Wortmann

Date: February 3, 2021

(Click image below to learn more)



Program kicks-off with 3-hour workshop session at NEMRA21! Register NOW!



HR & Health Insurance Providers

| Lighthouse Insurance Group



2021 Open Enrollment Period (OEP) for New Health Coverage Options is here!

As a member of the National Electrical Manufacturers Representatives Association, you have exclusive access to affordable health insurance options for you, your family, and your business/employees from our partner, LIG Solutions.

Important Dates to Remember:

- Over 65: Medicare Enrollment starts October 15th and runs to December 7th, 2020.
- Under 65: General Open Enrollment starts November 1st and runs to December 15th, 2020. *
- Businesses: Coverage for Employer sponsored LIG Group HRA can start at any time.

*NY, CA, and other states have extended their Open Enrollment Period, call LIG for details.

Coverage options include (can vary by state):

- Major medical
- Medicare/Medicare Advantage
- Short-term health plans
- Vision
- Dental plans
- Critical care coverage
- Disability
- Life
- Additional supplemental health and wellness options

LIG offers individual health plans that are tailored to your unique health and financial needs. Your LIG advisor will find you affordable coverage from major insurance carriers across the USA. To schedule an appointment with a licensed advisor, please call the LIG team at (866) 990-2152 or visit www.ligmembers.com/nemra.

For business owners, we can offer coverage for not only you but your employees and their families with a cost-effective turnkey program that uses our LIG Group HRA Program. This delivers choice to your employees and gives you as the business owner a worry-free solution that goes well beyond a traditional group plan.

Register for LIG Solutions' OEP Webinar for NEMRA members:

This informative presentation will last approximately 45 minutes and will go over all program details, OEP, and will allow you to ask questions.

When is it? Friday, November 16th at 12:15pm Eastern Time

How do I register? Register by clicking the following link:

Technology Service Providers

| Trade Tech Solutions Inc.



The TTS Platform is the manufacturer's rep revenue generator. It is an all-in-one software solution for quotations, sales analysis, CRM, inventory, and marketing. It is a powerful, yet user-friendly system that is easy to navigate and seamlessly transitions from your current program/process. With the ability to do everything in one system, it saves time, which translates into \$\$\$. There are multiple pricing options available to fit your needs.

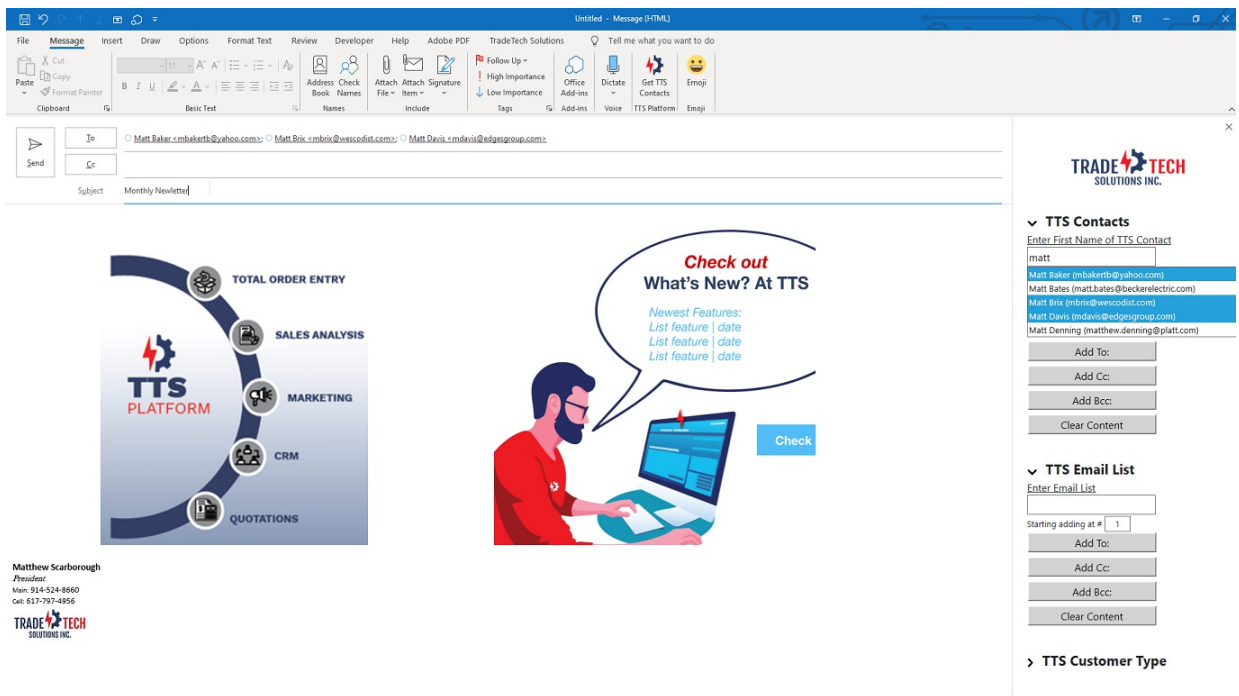
Let us show you how we can save you time and money. To set up a virtual demonstration, please [contact us](#).

Big News - System Integration with Manufacturers

This month we are excited to share some big news. We are close to finalizing system integration with one of the largest manufacturers in North America. This is a huge step and why TTS was built on its current platform. Our customers will be able to share, Quotation, Project, CRM and Inventory data without having to enter it into more than just TTS Platform – all in real time! Thus, truly offering our customers an ERP System. For more information on this or to set your company up next – please [contact us](#).

Coming Soon: TTS Contact Integration with Microsoft Outlook

We are excited to announce TTS Contact Integration with Microsoft Outlook. Yet another way TTS saves you time and keeps you connected. This custom app will be free for TTS customers through the Microsoft App Store. The image below is a sneak peak on how simply the app will integrate with your Outlook email. All your contacts can truly be managed in one place.



Let's explore - The CRM system

Our CRM system will manage the outside world for you. It is organized by company, and it allows you to set alerts, add recaps and manage both past and future sales calls.

- Manage Contact Database
- Weekly Sales Call Recaps
- Create Monthly Reports in a Snap
- Communicate to Manufacturers
- Manage/Follow Up Action Items
- REPORTS: Call History, Call Frequency, Activity

[Learn more here >](#)

[Click here to see how TTS sizes up to the other software solutions out there >](#)

Email: contactus@tradetechsolutions.com
Call: 914-524-8660

| RepFiles



RepFiles provides free services for NEMRA manufacturer members in response to COVID-19.

Since 2012, RepFiles has partnered with NEMRA to provide a content delivery tool that empowers sales teams to be efficient, prepared and mobile. Today, reps continue to need access to up-to-date collateral regardless of whether they are out in the field or in an online meeting.

The RepFiles NEMRA app consolidates collateral managed by different manufacturers into a single location so it is easily accessible online or offline. From now until the end of the year, RepFiles is offering NEMRA manufacturers the ability to get started for free.

For new RepFiles customers, free services include:

- Files delivered through the RepFiles NEMRA app through a single, secure plugin (up to 500 MB of content maximum)
- 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.

There is no cost for sales reps to access their manufacturers' content inside the RepFiles NEMRA app.

[Watch this video to learn how to get started in five easy steps.](#)

For more information contact Jessica DeLuca:

Email: [jessica DeLuca](mailto:jessica@repfiles.com)

Call: (216) 245-8257



| Repfabric



At Repfabric, one of the first questions we ask a prospective user is “Why are we talking?” Here are some of the top reasons. They are:

1. Frustrated by the lack of management information readily available.
2. Worried about line retention.
3. Angry due to principle reporting demands.
4. Disappointed in the complexity of a current CRM.
5. Fearful that Job information is falling through the cracks

Find out how Repfabric users address these issues and much more.

Schedule an initial call here:

<https://meetme.so/repfabric>

For more information, or a list of some NEMRA members using Repfabric, contact Brent Charles:

brent.charles@repfabric.com

813-553-4319

Finance & Legal Service Providers

| Schoenberg Winkel Beederman Bell Glazer LLC (SFBBG)



Toying with Rep Over Post-Termination Commissions Ends in Game Over for Opportunistic Principal

Read this interesting legal article relating to independent sales representatives and their entitlement for commissions received post-termination, for pre-termination sales:

Tech 4 Kids, Inc. makes toys, but was unable to play to U.S. retailers.

So, T4K reached an oral agreement with Northern Group, Inc., an independent sales representative with offices in the Midwest, to promote its toy products. With no T4K market share, the parties understood that Northern would have to enter “pioneering mode” because it would take years to generate sales.

[**READ FULL ARTICLE HERE**](#)

Article is authored by:
Gerald M. Newman and Adam J. Glazer
Schoenberg Finkel Beederman Bell Glazer LLC
300 S. Wacker Drive, Suite 1500, Chicago, Illinois 60606

Contact SFBBG:
312-648-2300
Gerald.newman@sfbbg.com
Adam.glazer@sfbbg.com

| **T.I.P.S. 4 Reps**



4U1K vs. 401k

Are U protected from fiduciary liability or do you have 0 protection? When asked if you are a Fiduciary on your 401k plan how would you answer? Most rep agency owners believe that as long as the employees can make decisions on their investment they have no Fiduciary liability on the investments. Unfortunately that is not the case. The only way to delegate the Fiduciary responsibility 4U is to hire a 3(38) Fiduciary. You can do this and eliminate your investment decision liability by having what is called a 3(38) Fiduciary for the investments.

They sign on the plan as a named Fiduciary and are 100% responsible for the investment decisions and must provide your employees with the lowest cost funds. They also perform a quarterly report on all the funds and will automatically replace funds that underperform.

Having a 3(38) Fiduciary not only allows you to delegate that responsibility and liability but will also provide a dedicated process to enhance investment outcomes for your employees.

Please feel free to reach out to T.I.P.S. 4 Reps to find out more, and have a complimentary review and analysis so that your plan can be a **4U1k**!

Get in touch with TIPS4Reps today:
John Vrablic
jvrablic@tips4reps.com
440-258-5135

Continuing Education

MRERF-IPA



MRERF/IPA Announces 2021 CPMR Hybrid Program

Golden, CO — The CPMR subcommittee with support of the Board of Directors have determined a hybrid event for the upcoming CPMR program in January 2021 will be our method of delivery for participants.

Flexibility to Participate
By providing a hybrid experience, MRERF/IPA will be able to provide options for participants to begin, continue or complete the CPMR program during these unusual times for all. Our team was able to come to this decision due to the overwhelming responses from participants to surveys related to CPMR and its delivery method.

As with participants, we understand our faculty may not desire to be on-site in Austin so we are extending options to them for how they will deliver content to participants. We will honor their decision as each person should evaluate their own risk and do what is best for them individually.

This may change the feel of CPMR as we know from the past, but we believe this can be an exciting time to bring new content learned from this collective experience. We can be together with a familiar program and cohorts in

January. You may [find more information about CPMR and registration details here](#).

Safety Considerations

Kate Rhoten, Executive Director of MRERF/IPA, continues to work closely with the team at the AT&T Executive Education and Conference Center to plan CPMR unlike any other. Participants will be able to select to attend CPMR in-person or attend virtually.

As we prepare for CPMR 2021, we will be communicating the safety protocols that have been put in place. Please visit mrerf.org/covid-19 for more information from the AT&T Hotel and Conference Center and the Centers for Disease Control. AT&T has begun holding meetings and events. Over time, these safety protocols most likely will evolve – please return to this page for information as we get closer to CPMR.

Contact MRERF:

Kate Rhoten, CPSC

Email: kate@mrerf.org

Phone: 303-463-1801

Illuminates Engineering Society (IES)



The Illuminating Engineering Society (IES) has recently launched The Lighting Library™ which will contain all the IES lighting standards plus updated content from the 2010 Lighting Handbook all in one place. This will be the future resource for all lighting knowledge in the form of a new digital platform replacing how you and your company access IES standards and provides an easier, more functional knowledge tool in the office or on the go. The Lighting Library™ consolidates approximately 5,000 pages of lighting knowledge and nearly 100 standards into five collections.

The Lighting Library™ supports the IES mission. We have brought together those with lighting knowledge and have produced a comprehensive library of that knowledge, in the most accessible and up-to-date platform available, to benefit the public. We believe in the integrity of science and power of collaboration to create consensus. We believe that quality lighting improves the quality of our lives.

With the ever-changing evolution of lighting science, practice and applications, the IES is committed to keeping you informed through the most accessible and up-to-date methods available: The Lighting Library™. Take your knowledge with you. For more information, go to www.ies.org/lighting-library.

Contact IES:

Nick Bleeker - Market Development Consultant

Email: nbleeker@ies.org

Phone: (662)-732-6123

Market Data & Intelligence

| POSConnection



POSConnection Launches Redesigned Website

Curious about exactly what the POSConnection is? Check out our redesigned, informative website. The new site, www.posconnection.com, is more intuitive and answers the most commonly asked question “why should I use a third-party to collect point-of-sale data?”

Find answers to questions like:

- How the POSConnection connects manufacturers to other channel partners.
- Manufacturer benefits
- Distributor benefits
- Frequently asked questions

The POSConnection Simplifies the POS collection process and provides a safe, secure platform for POS transfer.



Check out our new site and fill out the form or just give us a call and we will be happy to tell you more.

Pam Courtois
Pamela.courtois@sparxiq.com
 O: 216-455-1550
 M: 405-641-1142

| DISC Corp



Market data and its role in our performance is changing rapidly. It seems everywhere we turn there is some new software, service or big data source telling us they have the solution to our success. DISC offers cloud based proven simple and easy to use tools.

Don't be fooled by claims of first of its kind market intelligence data. DISC has provided the electrical distribution community with reliable and established market data by vertical and NAICS codes down to the county and zip code level for more than 3 decades. Our customers use our data products to guide and measure their share to market, optimize inventory, and allocate resources.

This year we have expanded our services to include inexpensive one off customized, simple excel based dashboards and reports to help you measure your performance as well visualize your efforts. We are also offering a simple territory mapping tool that is ideal for manufactures to plot agent territories. You don't need a data analyst or programmer to use these tools. Give us a call. we want to help you. **Call Chris at (346) 339-7528 for a demonstration and free market report.** DISCCorp.com

A special thanks to all our loyal customers! Your business is greatly appreciated.

Email: chris@disccorp.com
 Call: 346-339-7528

Marketing Service Providers

| Strategic X Marketing



This Remote & Virtual World We Are Living In



Ten months of social distancing, states and companies continue to shut down offices or limit face-to-face contact. Trade shows trying to salvage revenue anyway they can with “virtual” trade shows. Nothing beats meeting a new customer face-to-face at a trade show booth counter. Based on the latest vaccine information and the % of people willing to try it out of the starting blocks, we could be looking at this scenario for another 6-8 months. A recent Mind-the-Engineer study by AspenCore, shows that even after things settle down with the virus that only Only 23% of engineers are being required to work from their offices during post-pandemic era. So this means we’re going to have come to grips with a degree of remote selling even after things settle down.

Remote meeting platforms like Teams and Zoom along with webinars have seen a dramatic rise in use and

application as companies struggle to get in front of their intended audiences. But what do you present during these meetings and webinars? And, not everyone can afford to present or directly host webinars. We must understand the preferred information sources. According to the Aspecore study, these are the top 4 preferred information modes utilized to learn about new products:

1. Manufacturer Websites
2. Email newsletters
3. Webinars
4. Online videos and tutorials

#4 is where you can make a difference. Links to online videos and voiceover PowerPoint movies (tutorials) can be used in your newsletters to customers. These do not have to cost a lot to produce.

The videos are mainly 1-minute in length and can very effectively communicate a new product or capability. The tutorials are usually 7-10 screens in length and can dive deeper into details.

Remote selling is going to be with us a while longer. Adopting some of these tools that support remote selling can make the difference for you in 2021. **Strategic X Marketing** is here to help you develop these preferred information sources and reach your target audiences.

To get started, contact Jennifer Hernandez:

Email: jen@strategicxagency.com

Phone: 561-859-7522

Website: <http://strategicxagency.com/nemra-members/>

| Channel Marketing Group



There is little time remaining in the year. Time goes by quickly. And with the NEMRA meeting coming soon, you've booked meetings should want to know your 2021 plans. Which means it's time to plan ... and develop a marketing plan.

Strategic planning is a time for introspection. What can you do better? Different? And what from COVID is sustainable?

We know two things – from feedback from manufacturers, the traits from the Rep of the Future report still hold. The second is you need to ask questions. To assist, here are a few we ask:

- What do you feel your value proposition is to distributors? Their salespeople? To end-users / contractors? To your manufacturers?
- What 7 words would distributors use to describe your organization? What words would contractors use? Your staff?
- Which “competitor” do you most want to emulate and “beat” in the marketplace? What is the benchmark?
- What differentiates you to distributors other than lines?
- How do you build market demand for your manufacturers?

Want more questions or want to book a 1- or 2-day planning meeting? Give us a call at 919-488-8635, email us at dgordon@channelmkt.com or go to www.channelmkt.com, and follow us at www.electricaltrends.com.

Contact CMG:

Email: dgordon@channelmkt.com

Phone: (919) 488-8635

Website: <https://channelmkt.com>



National Electrical Manufacturers Representatives Association
1905 South New Market St, Suite 257 • Carmel, IN 46032
Tel: (317) 975-1999

www.nemra.org • nemra@nemra.org





Robly



Robly