



NATIONAL ELECTRICAL MANUFACTURERS  
REPRESENTATIVES ASSOCIATION

## MEMBER CONNECTION

DECEMBER 2020



## What's New with NEMRA?

### SALES CONCEPTS:

NEW Professional Development Program for  
NEMRA Members

SALES CONCEPTS

Training is a process, not an event.  
[salesconcepts.com](http://salesconcepts.com)

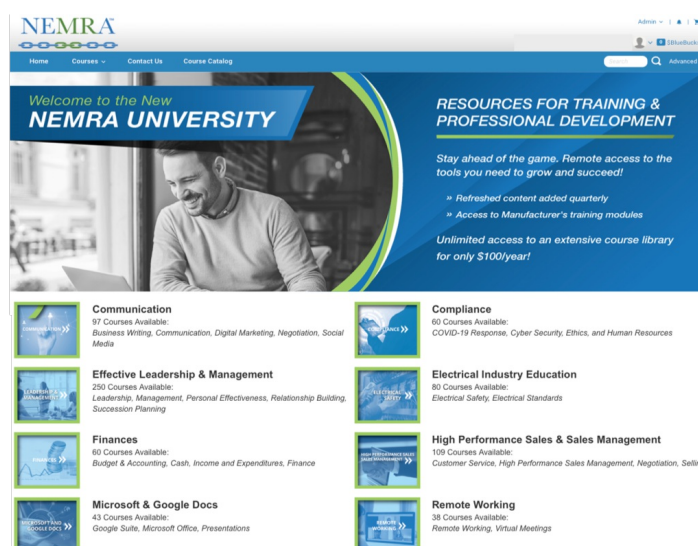
[Click to Learn More](#)

### To Register:

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

### NEMRA UNIVERSITY

NEMRA's NEW, Exclusive Professional Development eLearning Platform



[Click to Learn More](#)

### MASTERING SALES & SALES LEADERSHIP

A Professional Development Program with Craig Wortmann

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

Date: February 2, 2021



[Register for the NEMRA21 Virtual Workshop Session](#)

[Learn more about the Mastering Sales and Sales Leadership Program](#)

NEMRA21 GOES VIRTUAL!



NEMRA's Annual Conference is going virtual. Here's what you need to know.

[Click to Learn More](#)

## HR & Health Insurance Providers

### | Lighthouse Insurance Group



**2021 Open Enrollment for health insurance is in full swing!**

**Tuesday, December 15th, is the FINAL DAY to enroll in health insurance coverage for the upcoming year.**

Act now to take advantage of the National Electrical Manufacturers Representatives Association health coverage program from our partner LIG Solutions. As a member, this program gives you **exclusive access to affordable health insurance** options for you, your family, and even your business/employees. Coverage options include:

- Major medical
- 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](tel:866-990-2152) or visit [www.LIGmembers.com/nemra](http://www.LIGmembers.com/nemra)**. Don't miss your chance to get the coverage you need for the new year - Open Enrollment ends on December 15th.

**We thank you for being a valued member of National Electrical Manufacturers Representatives Association and your continued support of our organization. If you need additional information regarding this exclusive member benefit, please call [866-990-2152](tel:866-990-2152) to speak with the team at LIG.**

Stay healthy!

## Technology Service Providers

### | RepFiles



Efficient. Prepared. Mobile.

**RepFiles Web Access (RWA) is Now Available**

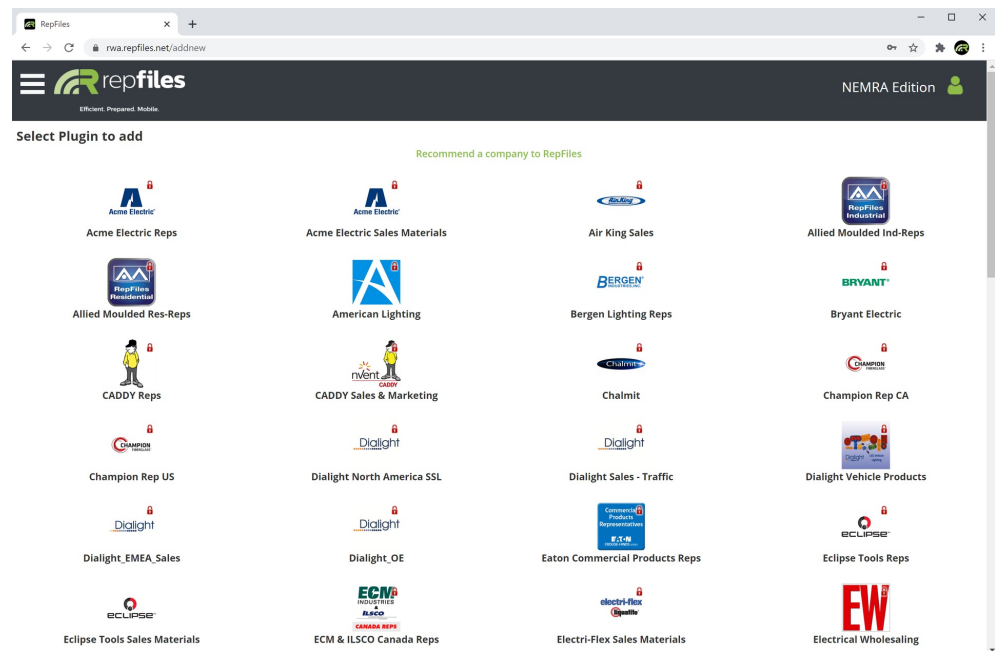
[RepFiles Web Access \(RWA\)](#) is now available and free for sales reps to access their manufacturers' sales and marketing content on any device using an internet browser.

The RepFiles system consolidates collateral managed by different manufacturers into a single location so it is easily accessible anytime, anywhere. Inside RWA, users can view and download files, receive messages regarding content

updates and upload files to their own MyFiles plugin or company plugin created just for their sales team.

To start accessing manufacturers’ content, sales reps can simply [register for a RepFiles account](#), [sign-in to RWA \(NEMRA Edition\)](#), then request access to their manufacturers’ files. Additional getting started instructions are available [here](#). **The RepFiles NEMRA app is also available for download in the [Apple App Store](#), [Google Play](#) and [Microsoft Store](#).**

Manufacturers interested in delivering content through RepFiles can contact Jessica DeLuca: [jessica.deluca@repfiles.net](mailto:jessica.deluca@repfiles.net)  
216-245-8257



**For all other information contact Jessica DeLuca:**  
Email:[jessica DeLuca](mailto:jessica.deluca@repfiles.net)  
Call: (216) 245-8257

| **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](#).

**Let's Explore - TOE (Total Order Entry)**

This is a single order entry portal. It operates as inventory control and order management tool for all manufacturers.

- Inventory
- Warehousing or non -warehousing vendors
- Auto-pricing
- Electronic communication to / from vendors

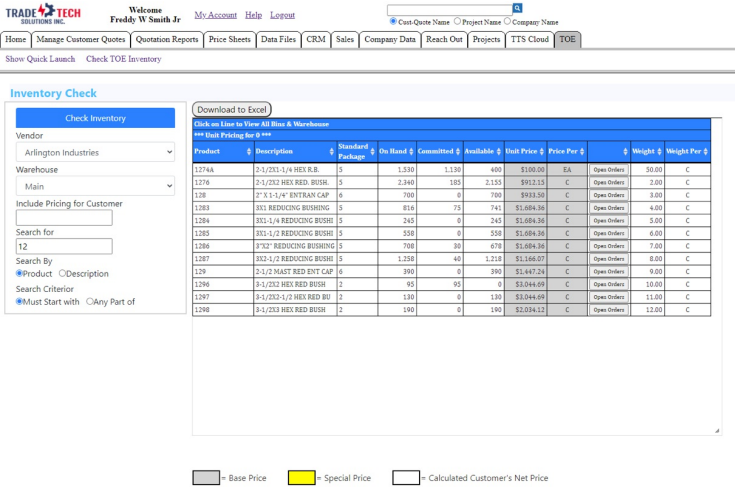
With our most recent round of software updates, we have merged the most important parts of TOE right in the TTS Platform. Read on to learn more...

**Check inventory directly from the TTS Platform**

A new Tab has been added to the Platforms main menu – “TOE”. Here you can select by Vendor and Warehouse in a dropdown. Then search by the part number or description for your results. It is no longer necessary to log into the total order entry system to do this.

Now all the functionality a rep needs is in the TTS.

*Click the image below for a step-by-step guide on how to check inventory in TTS*

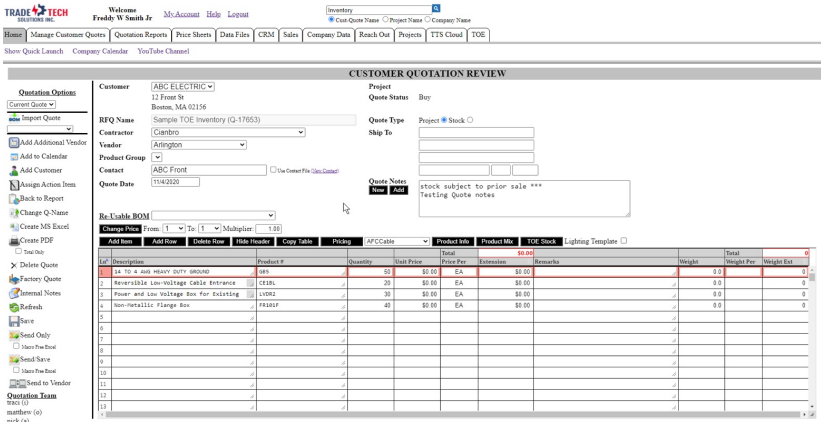


**Check inventory right from your Quotation**

Now you can check inventory right from the TTS platform directly from your quotation without having to be logged into TOE (Total Order Entry), saving you time and extra steps.

While creating or editing a Quotation you can now check inventory in the TOE. Simply click on “TOE Stock”. For any items with quantity, a check inventory screen will pop up.

Click the image below for a step-by-step guide on how to check inventory in Quotations



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

Email: [contactus@tradetechsolutions.com](mailto:contactus@tradetechsolutions.com)  
Call: 914-524-8660

## | 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](mailto:brent.charles@repfabric.com)  
813-553-4319

## Marketing Service Providers

### | Channel Marketing Group



2020 will forever go down as the year of change. Many have adapted to survive, and some have thrived. One takeaway is that change accelerates trends. Which means more change is needed to adapt to customer needs, and desires. These customers are your suppliers, your distributors and the end-users / contractors you call on. To help agencies gain insights on their market and the changes that are continuously needed to keep you on the forefront in your market, Channel Marketing Group can support you with our:

- [Distribution Satisfaction Assessment Study](#). This is an eSurvey coupled with up to 5 distributor interviews for a NEMRA special price of \$950.\*
- [Lumiere](#) is our telephone advisory service. Call us anytime, for anything, throughout the year and receive a 3rd party perspective on any issue. Only \$1500 annually.\*

And, for 2021 we are launching a agency networking service. Apply to join an Agency Networking Group. We’ll conduct quarterly virtually networking session for a limited number (8-10) agencies. Agencies will not compete geographically and will sign an NDA to participate. Must apply to be accepted based upon geographic, line and “personality” fits. Only \$2000 for the year.\*

Change will continue to occur rapidly. Supplier expectations, distributor needs, adapting to a customer-driven environment, technology adoption and utilization, marketing to drive demand down channel and while satisfying up channel ... and more. Have a partner that understands the market and your challenges, who can provide a 3rd party perspective, can help you thrive.

Give us a call to see how we can help you gain deeper insights and gain a competitive edge.

*\* rates are only good for commitments made by December 31, 2020*

**Contact CMG:**

Email: [dgordon@channelmkt.com](mailto:dgordon@channelmkt.com)

Phone: (919) 488-8635

Website: <https://channelmkt.com>

| **Strategic X Marketing**



**What's your plan for next year?**



We've all heard this one – “Don't do anything differently but expect different results.” 2020 presented some unexpected and significant changes to the way we were able to do business. We had to quickly adapt to a virtual/remote style of selling and communicating. 2021 will be similar in that a new “normal” has not been established yet and won't be until we determine the success of the vaccines being developed. So, what's the plan? Wait and hope for the best? Or select things you would like to accomplish, do better, or do differently than you have in the past to achieve different results.

1. Increase # of new customers
2. Increase sales of select lines
3. Increase the # of contacts within certain customers
4. Generate more meaningful leads
5. Change what customers know about your sales firm and your capabilities

If you would like to plan for some or all of these things, the good news is, you can. Many times, companies will look for one tactic to solve a problem without taking a step back to analyze and create a plan. Addressing one of the items above can often impact several of the others. One successful program that has emerged during the past year is our ability to find and reach new contacts at new companies or even existing customers. Targeting new contacts at specific companies in your region to encourage engagement (phone call, virtual meeting, request a quote, request a sample) is affordable and measurable. Most companies who engage in this activity, end up repeating the process.

This is just one example of how things can be done differently for 2021. Developing a plan, supporting tactics and expected results are all part of what we do. If you would like to do things differently in 2021 and don't know where to start, [contact Strategic X Marketing](#). We're here to help and look forward to hearing from you. Wishing you a peaceful and joyous holiday season.

**Contact Strategic X Marketing:**

Email: [jen@strategicxagency.com](mailto:jen@strategicxagency.com)

Phone: 561-859-7522

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

**Market Data & Intelligence**

| **DISC Corp**



DISC Corp is the leading provider of Market sizing and forecasting data for the Electrical Industry for over 35 years. But did you know we also do inexpensive custom work to help you answer some important questions.

- How big is your market?
- How much of the pie do you have?
- Where and what are you missing out on?
- Do you have the means to get more share?

Our Excel based analysis and dashboards are easy to understand, use and share with your teams. Drop us a note or call and we will offer a custom solution based on your needs.



We also do territory mapping for Distributors, Manufacturers and Sales Agencies. This tool not only maps visually but also allows you to print full territory lists by county.



Contact us today!

Email: [chris@diccorp.com](mailto:chris@diccorp.com)  
Call: 346-339-7528  
[www.diccorp.com](http://www.diccorp.com)

## Continuing Education

## 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](http://www.ies.org/lighting-library).

**Contact IES:**

Nick Bleeker - Market Development Consultant

Email: [nbleeker@ies.org](mailto:nbleeker@ies.org)

Phone: (662)-732-6123

# NEMRA

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