



NATIONAL ELECTRICAL MANUFACTURERS
REPRESENTATIVES ASSOCIATION

MEMBER CONNECTION

JANUARY 2020



NEMRA NEWS

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



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NEMRA21 GOES VIRTUAL!




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

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HR & Health Insurance Providers

| TriNet HR Solutions



TriNet HR - Free Human Capital Audit

You didn't go into business to manage HR. More than likely, your passion is not running payroll, negotiating benefits or worrying about how to comply with a litany of government regulations. You went into business to sell a product or provide a service and generate revenue doing what you do best.

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Why Work with TriNet? [A Single HR Solution to Help Your Business Grow](#)

Contact Jason Mitchell today to schedule a brief 15 minute meeting to discuss your current needs.

Jason Mitchell
Sales – Northeast
Email: jason.mitchell@trinet.com
Mobile: 978.852.0331

Technology Service Providers

| Repfabric



At Repfabric, we have conducted numerous seminars during 2020. Some have been Repfabric specific, but many offered information about how rep agencies have adapted their business strategies during the Pandemic.

One of the best was:

Discover – Nurture – Close / How one rep firm drove 25% sales growth in a month during Covid!

This seminar was conducted by Jeff Davis, DSC Pacific and he explains how his firm:

- * Discovered new customers with sales engagement platforms.
- * Automated the initial steps of Demand Creation and appointment setting.
- * Closed deals with virtual and physical sales person visits.
- * Took big marketing company techniques and deployed on a rep budget?

Here is a link to an hour video where Jeff presents what worked for his rep firm:
<https://attendee.gotowebinar.com/recording/3073426780239751693>

Want more Repfabric specific information? 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

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or attend our session at NEMRA21
Feb 4, 2021 @ 1:10 pm



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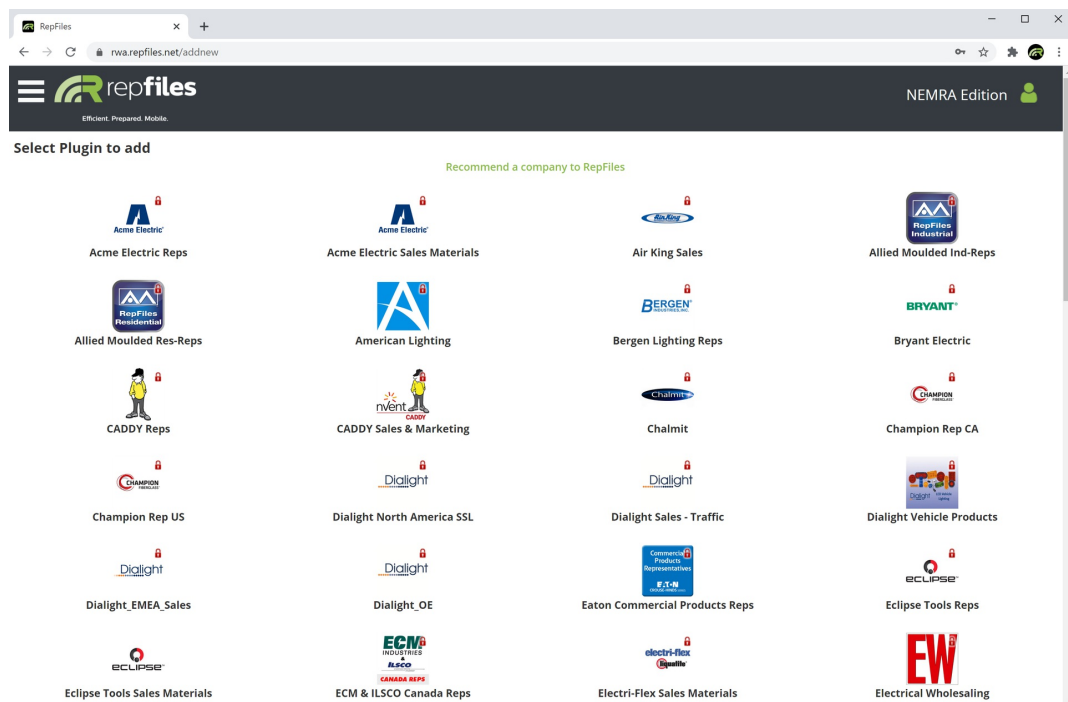
RepFiles Web Access (RWA) is Now Available

[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
216-245-8257



For all other information contact Jessica DeLuca:
 Email: [jessica DeLuca](mailto:jessica@strategicxagency.com)
 Call: (216) 245-8257

Marketing Service Providers

| Strategic X Marketing



Maximizing Digital Presence with Your Website

What is Digital Presence and why do we need to care about this?
 Digital presence refers to how well your business appears online – it’s what people see when they search for your type of business, product or service.

Who should care about this?
 Anyone who wants new business opportunities and new customer inquiries to continually keep appearing. Anyone who cares about the company’s impression being presented by your website and online posts.

You need a strong digital presence because your customers, potential principals and channel partners are online, and the first place they turn to is the internet to find solutions to their problems. The stronger your digital presence, the more visible your business is to new inquirers and the easier it will be for them to find you. More importantly, your digital presence also creates an impression. Based on your strategy and approach to digital presence, your viewers are either seeing an old, stale image or they are seeing a company that is consistently being promoted and is highly visible.

Creating Visibility

Digital presence is impacted by the content that you create and present on the web and in social media platforms. Just think about everything online that potentially involves your business:

- Your website (desktop and mobile versions)
- Organic searches
- Social media sites (LinkedIn, Facebook, Twitter, Instagram, etc.)
- Office locations and hours of operation (Google My Business Listings, etc.)
- Directory listings
- Partner websites/Association websites
- Referring sites
- Online reviews
- Digital ads (social ads, Google ads, etc)

If you aren’t happy with your company presence when you review each of the above items, then it’s time to put Digital Presence on your priority list.

At this year’s NEMRA Virtual Conference, Strategic X Marketing will be giving a presentation on How to Maximize Your Digital Presence with Your Website. The presentation will cover the problem areas with websites and how they hurt your digital presence and identifies what companies today are doing to accomplish a greater digital presence.

The presentation will be during an Educational Session on Thursday February 4th, 2021 at 2:50 PM EST. Sign up by registering for the conference at <https://www.nemra.org/nemra21-conference/>.

Contact Strategic X Marketing:

Email: jen@strategicxagency.com
 Phone: 561-859-7522
 Website: <http://strategicxagency.com/nemra-members/>

| Channel Marketing Group



Starting the year out right means having a strong plan, and a plan starts with customer research.

To support manufacturer reps, Channel Marketing Group offers:

- Distributor satisfaction survey to help generate insights from your distributors ... survey + 5 interviews for \$1250
- Manufacturer 360 ... input from your suppliers about what they really think about you!

And in 2021 we're introducing Rep Networking Groups to provide you ideas throughout the year. A group will have 5-10 companies ... geographically non-competing or it could be focused on a specific supplier. Initially conducted virtually. The group will meet quarterly plus there will be access to CMG for phone consultations at a discounted rate. All companies will sign NDAs. Call for details and to apply.

2021 is shaping up to potentially be a tale of two years. Distributor and manufacturer insights can help you generate a competitive advantage, enabling you to thrive and take share. Ideas can help deliver the difference.

Contact CMG:
Email: dgordon@channelmkt.com
Phone: (919) 488-8635
Website: <https://channelmkt.com>

Financial & Legal Service Providers

| Schoenberg Winkel Beederman Bell Glazer LLC (SFBBG)



Young Cutco Knives Sale Rep Slices Liability in Thirds

Read this interesting legal article relating to independent contractors and the liability manufacturers face when a sales rep is treated as an employee rather than an independent contractor.

A sales rep legal column that doesn't speak of terminations or commissions? That doesn't mention succession planning or tax issues? Not even a state sales rep statute?

What's left to discuss?

Well, there's Walter Blockmon III. Or more precisely, the late Walter Blockmon III.

[READ FULL ARTICLE HERE](#)

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Market Data & Intelligence

| POSConnection



POSConnection at NEMRA21 RECHARGE

POSConnection will be attending NEMRA21 RECHARGE virtual conference! Mark McGready will be speaking during the educational sessions on Wednesday, February 3, @ 4:50 The topic is, Turning Data into Dollars.

Do you have questions regarding the POSConnection or the collection process, the manufacturers or distributors that are currently working with us to submit POS or how you can get your manufacturers to take advantage of the POSConnection collection process? You can reach out to us at any time and we will be happy to do our best to address your questions.

Be sure to register for the NEMRA21 Recharge and attend the educational sessions held daily. Contact Pam for any POSConnection questions.

For More Information:
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M: 405-641-1142

| DISC Corp



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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.

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NEMRA

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