



NEMRA26
Power Tomorrow, Today

**Group Manufacturer
Meetings**

Tuesday, December 9th & Wednesday, December 10th
Tuesday, January 6th & Wednesday, January 7th

WHY HOST A GROUP MANUFACTURER MEETING

These meetings, led by the manufacturers themselves, are critical to setting up your independent reps for success and ensuring alignment on key initiatives. Below are five topics to discuss during your group meeting:

TOPIC #1: REINFORCE MISSION AND VALUE

Align your reps with your company's mission and value to ensure clear messaging and brand representation in the field.

TOPIC #2: COMMUNICATE STRATEGIC PLAN

Review your long-term goals so your reps understand your company's direction and can align their businesses to support key initiatives.

TOPIC #3: INTRODUCE NEW INITIATIVES AND PRODUCTS

Educate your reps on new offerings to help them confidently promote these products within their market.

TOPIC #4: HIGHLIGHT RESOURCES AVAILABLE

Ensure your reps are aware of the marketing resources available to help them effectively represent your brand.

TOPIC #5: SET MARKET EXPECTATIONS

Provide insights on market trends and your growth expectations to guide productive discussions at the conference.