



The Professional Sales Force

Professional Sales Representative Organization

The organization that makes a difference

What we would like you to know... November 18, 2014

IPRO



The IPRO Conference

The October three-day Conference was attended by more representatives, manufacturers, and industry VIPs than at any previous Conference.

Held at the Talking Stick Resort, a beautiful facility in Scottsdale, the group addressed three primary issues: Change, Challenge, and Opportunity. Specific times,

presentations, and workshops addressed each of these issues. Ray Wright reported, "When you have that many smart and experienced people sharing ideas, the program takes on a life of its own, far better than we could ever plan." Every break and dinner became a continued networking experience, and everyone gained knowledge that can improve their own business.

To add to the program, the attendees were treated to a cocktail reception and a celebration banquet at the Talking Stick Golf Resort. While the agenda was full of scheduled events, some attendees also enjoyed the games in the Casino.

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The IPRO Board

IPRO members on the Board of Directors serve for a two-year term, and new candidates are introduced and elected at the Annual Business Meeting held during the IPRO Conference. This photograph is of those members elected to serve during the years 2015 and 2016.



First row, left to right:

Buzz Delano, Frank Culotta, Bill Zidek, David Humphries, Mike Pecar, Ray Wright

Second row, left to right:

Doug Cuneo, David Thomas, Mike Sajecki, Mike Pawlowski, Eric Bodley, Robert Scowcroft

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Only Twice in 26 Years



At the Conference Celebration banquet, the Conference Chairman recognizes outstanding contributors and thanks them for extraordinary service.

The most prized and exclusive award is THE ELITE AWARD, which recognizes a person who has contributed to the entire audio/video industry and whose work has improved our industry.

In all of IPRO's 26 years, there have only been two individuals to be presented this award: the first award was given to Maureen Jensen in 2011, and the second

award is now given to David Humphries in 2014. (Both are pictured below.)



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Rep and Manufacturer Resources



Karen Jefferson (pictured here) was just one of the persons offering business and marketing resources to both representatives and manufacturers at the Conference.

Recognizing that there is no substitute for providing quality customer service, as well as “face time” with our customers, Conference attendees were introduced to four resources that are available to support their efforts.

- Karen Jefferson explained options for the **MRERF** program, which provides business and sales training for representative principals and their sales staff. MRERF also provides the “Best Practices for Manufacturers” program.
- Andrew Ard explained the offerings from **Relidy Marketing**, which provides multiple services available to communicate the core messages of a representative, as well as of a manufacturer.
- Steve Zaboji presented the advantages of the **Virtual Representative Newsletter** and offered his experience and guidance that has created successes.
- Ron Fleming, Darren Reaman, and Dave Pedigo -all of **CEDIA**- detailed their efforts to support our industry in policy, legislature, and technology (and so much more)!

It is clear that the challenges and opportunities of today demand that we are often too busy to do all that our customers wish. These resources are available so that experts in a discipline can support the goals of our member representatives and manufacturers.

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Reality Check

Pictured here, left to right: Robert Scowcroft, Marla Suttenger, Bill Grover



The focus for the opening session of the IPRO Conference was CHANGE. The panel consisted of Robert Scowcroft, Marla Suttenger, and Bill Grover, all seasoned professionals and owners of successful representative companies. They were presented with a series of questions about the changes within the audio/video industries and how their companies have adapted to optimize performance.

The answers were concise and explained so that all could understand the importance of decisive actions. A common challenge for all was to maintain and increase face time with their customer and to assign realistic priorities for the investments made in both time and money. All agreed that the presence of a manufacturer in the territory was a real benefit, and that these visits required careful and objective planning to maximize that benefit.

The exchange of information and experience was the most important benefit of the event, and those who were listening gained important tools to support their own success.

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A Working Lunch

The sharing of information continued through every portion of the Conference, and this photo shows Ron Fleming (from CEDIA) (*left*) explaining to Richard Glikes (of Azione Unlimited) (*right*) how CEDIA has made commitments for more programs and services to support their members.

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IPRO Communications

IPRO Manufacturers	Executive Board Affiliated Associations	Board of Directors Potential Member	IPRO Members Only IPRO MANUFACTURERS GROUP
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