



The Professional  
Sales Force

**Professional Sales Representative Organization**  
*The organization that makes a difference*

What we would like you to know... February 14, 2013

IPRO



### **David Humphries Elected to CEDIA Board of Directors**

Congratulations to IPRO President David Humphries (of Atlantic Integrated, aka: Thea & Schoen Integrated Systems of Catasauqua, Pennsylvania).

He has been elected as a new member of CEDIA's volunteer Board of Directors. Click [here](#) to read more!

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### **Refusing a Crisis**

Each day most of us have the chance to deal with a crisis, more so for some than for others. When your smartphone and computer relay continuous demands for instant action and performance, it can be hard to decide which message is the most important.

The "KARD" email policy (Keep, Act, Respond, Delete) helps you focus on priorities, but there are five questions that you can ask yourself which make bigger decisions easier:



- 1) On a scale of improbable to inevitable, what is the chance that this will even happen?
- 2) If a crisis seems likely without intervention, what is the time frame in which to act? One day, one week, one month to a year?
- 3) On a scale of doing nothing to complete damage control, how much can be accomplished if this becomes a reality?
- 4) If damage control is needed, what is the cost, and are needed resources available?
- 5) What is the cost of completely ignoring this thing?

Great and super-human multi-taskers pride themselves on how many things they can handle, but experts agree that ten things are the maximum number of issues that can be handled effectively. If your firm is to perform at a high level, you will make the difficult decisions, and you may make dramatic changes. A plan beats a panic every time!

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## M.A.G. Sales - Audio Control Award

Congratulations to M.A.G. Sales for receiving Audio Control's Outstanding Sales for Car Audio award!

This award was presented for exemplary performance in 2012.

Pictured (left to right) are: Chris Kane (AC), Michael Sajecki (M.A.G. Sales), and Alex Camera (AC).

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## We Will Meet in Florida

Frank Culotta, principal of Symco, Inc. and IPRO Conference Chairman, has announced that the IPRO Educational and Management Conference will be held on November 5-7, 2013, at the Riverside Hotel in Fort Lauderdale, Florida.

"The chosen hotel is very important," stated Frank. "The venue must be able to meet the business and conference requirements of both our representative and manufacturing members, while offering exceptional service and a supportive atmosphere. Riverside will provide 'all of the above' for IPRO!"



The IPRO Conference is an inspirational event. The best representatives and manufacturers openly discuss challenges and opportunities, seeking to merge the best of both roles to provide more customer support and to create more business. Joining the group are the leaders of CEA, CEDIA, ERA, the Press, and Buying Groups.

When asked why people attend, Directors Ray Wright and Ron DeVoe reported that this Conference provides opportunities that do not occur elsewhere, and attendees are able to learn new ideas and technology, to network intensely, and to increase sales and profits.

*The 2013 Conference will also recognize the 25<sup>th</sup> anniversary of IPRO, which began as a collaborative effort between ten forward-thinking representatives. The agenda will be provided at a future date but will include business and technology presentations, as well as numerous workshops. IPRO has never required membership to attend, but instead all quality representatives and manufacturers are welcomed.*

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## Representatives Set High Standards

We all examine our work and ask ourselves how we can improve, but we have been asking members a different question.

What do you do for a manufacturer? There are many answers, and nearly all of them can be included in the following short list. These are not the "hyped" responses: they reflect the practical results of what a quality representative firm produces every day.

For our manufacturers we provide:

- predictable and standardized sales costs
- immediate market access for products and programs
- an experienced, multi-faceted, multi-skilled sales team
- deeper and wider market coverage
- closer-to-the customer forecasting
- better market intelligence
- knowledgeable advice and information

We also maintain sound financial operations to better support our industry partners, and we are a vested partner in the success of our manufacturer.

(We chose not to include in the list above another major benefit for manufacturers: unearned orders and sales are regularly generated because of the other strong products offered by the representative. These products are also supported by a long-term mutually-profitable relationship.)

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### Bill Freeman - Kenwood Award

"Congratulations!" to Bill Freeman of M.A.G. Sales. He was named Kenwood's Eastern Regional Sales Rep of the Year in 2012!

Pictured (left to right) are: Ed Meenan (KW), Bill Freeman (M.A.G. Sales), and Dave Hoag (KW).



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### Show Up and Commit to Success

Phil and Tiger have each won a major tournament this year. Good for them! In addition to years of practice and raw talent, these high performers have the ability to focus on what they do best with remarkable intensity. They seek perfection and work very hard to achieve it. They both can excel in individual performance, because they play independently of the other players. They can win even if every other player has a bad day.

In our industry and in our business, we do not enjoy that luxury. In our role of representative, manufacturer, customer or association, we are **interdependent**. Each role can cause success to slow or even grind to a halt for the other three. Poor decisions, non-competitive product, low sales energy, lack of education and technology – all of these and a long list of other issues - can cause all players to fail or to under-perform. Predictably, when that occurs, it is nearly always "someone else's fault," because often there has been little or no communication among these interdependent players.

Our message is simple and direct: **Show up and commit to success!**

We all need to **show up** at every appropriate trade show, every educational conference and every sales meeting, and we need to visit every customer as often as possible. We must listen more than we talk, and we must utilize the creativity and experience of the entire group to create solutions. Each of us must have a vested interest in the success of the other three roles in our industry and share that every day by communicating and exercising the values and talents that each of us can provide.

We must **commit to the success of our partners**. There are many excuses and challenges in business - the economy, politics, war, gas prices, cash flow. The list is endless. The irrational decisions of others which impact us will continue, but those individuals will fail and disappear. On the other hand, many are **showing up and are committing to excellence**. Let's all do the same!

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### IPRO Staff

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## IPRO Communications

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Sent on behalf of  
Ray Wright

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