

I^{PRO}

The Professional
Sales Force

Professional Sales Representative Organization

The organization that makes a difference

What we would like you to know... June 28, 2013

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Technology & Business Summit 2013



Top Row: Chris Dixon (Chris Dixon Company), Len Provost (Novidor & Firestone), Brian O'Conner, Bruce Davidson (Promark), Mike McManus (Calwest), Mark Cichowski (Clarity & Event Organizer), Wil Vitela (AV Parts), Bill Grover (Morris Tait), Mark Mendelsohn (Newport Marketing)

Seated: Tina Metz (JBA), Trayce Blake (Cinema di Cuore), Mike Kavanaugh (MK Marketing), Eric Leicht (AV Partners)

Not Pictured because they were busy with customers: Brad Crawford (Western Sales & Marketing), Paul Collins (Paul Collins Group)

Approximately 575 people participated in the fourth Southern California Technology & Business Summit over two days - in Los Angeles on May 21 and in Orange County on May 23. Over 425 participants were integrators, and the remainder consisted of Exhibitors, Reps, and Industry Associates.

The Summit is an event brought to the industry by a collaborative effort of Fifteen (15) Independent Manufacturer Rep Firms in Southern California, which is unprecedented. The rep firms hosting the event are Summit founding members Calwest Marketing, Clarity Business Group, and Western Sales & Marketing, as well as AV Partners, AV Parts, Chris Dixon Company, JBA Marketing, MK Marketing, Morris Tait, Newport Marketing Group, Novidor & Firestone, Paul Collins Associates, ProMark, CESR, and Cinema di Cuore.

90 exhibitors were represented by the various firms participating with tabletop displays and factory staff. The intimate venue and focused displays encouraged an interactive environment where dealers truly got to talk with the exhibitors (as opposed to doing a "fly-by"). Breakfast and lunch were served so that participants could spend the entire day, and many did.

From the event organizer Mark Cichowski of Clarity AV and Integrator Network, "A key ingredient of the Summit is everyone working together and the commitment to help make our industry better. The higher number of attendees and exhibitors over last year was obvious, and what made the event even more special was the overwhelmingly positive atmosphere. People were very engaged with each other at the exhibitor tables, seminars, and even while sitting at the breakfast and lunch tables."

IPRO Note: Our office has received numerous inquiries from IPRO Representative Members about doing this event in other markets, along with questions about the time and expense involved. Mark reports that we have written the manual to succeed, and that planning for a future event is critical.

Mark invites all representatives who wish information about doing a similar event to contact him directly at: Mark Cichowski, Integrator Network; 949-472-4141 phone, 949-472-4142 Fax; 25171 Derby, Laguna Hills, CA 92653, E-mail: mark@clarity-av.com

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Sales Representative Earns Coveted CSP Certification

Michael Pawlowski, CSP, and Director of Sales of Atlantic Integrated (pictured here), has earned the Certified Sales Professional (CSP) designation. Pawlowski is one of over 1,000 professional sales people across the United States and Canada to achieve this certification.

The designation denotes a level of education and commitment beyond the ordinary, according to Dr. Daniel McQuiston, Director of Education for the Manufacturers' Representatives Educational Research Foundation (MRERF) in Denver, CO. (MRERF produces the CSP program in cooperation with the Canadian Sales Professional Association.)

The CSP training program gives a thorough understanding of consultative selling, and top sales performers consistently demonstrate the skills learned in the program.

To earn the CSP designation, Pawlowski was required to have over two years of sales experience, pass a written examination and a one-on-one verbal exam after the three-day seminar. Continuing education is also required for continued certification.

"Mike Pawlowski achieving a CSP certification is another example of our commitment to continually invest in personnel, the industry's best custom manufacturer lines, and our state-of-the-art training facility," said David Humphries, founder and Principal of Atlantic Integrated. "Mike is a tremendous asset to this organization and will help to propel our customers' sales to new levels."

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InfoComm 2013



After promising Ray that I would do a write-up of this year's InfoComm (which took place June 12-14 in hot, humid & stormy Orlando), I realized that I hadn't spent much time wandering the show floor seeing what else was 'hot' out there, because I was too darned busy with my own manufacturers' booths!

What I *can* report is that the level of energy on the floor seemed to be at an all-time high, and optimism abounded. And, once again, the Manufacturer's Representatives badges allowed us access to the show floor before the official opening!

So, I figured instead of plagiarizing parts of a variety of press articles or only reporting on the latest and greatest from Sapphire's manufacturers' product categories, I'd provide a link to the blog from a well-respected industry pundit, Mr. David Danto. David spent many years in corporate America in the AV/IT/MultiMedia departments of the world's largest financial firms, and he is currently the "Principal Consultant, Collaboration/ AV / Multimedia / Video / UC" for Dimension Data, a billion \$ IT infrastructure and communications provider.

I hope you enjoy his 'tongue-in-cheek' sense of humor and appreciate his insights for important trends and for what end-users are interested in:

<http://t.co/Z3mJfsf971>

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Just a Thought

**Do not go
where the path
may lead.**



**Go, instead,
where there is
no path,
and leave a trail.**

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Well-Informed and Different

What is the best way to share, to guide your sales people?

More often we hear from older and experienced representatives that they are unsure about the best way to communicate with the bright new people who work for them. An applicable statement that we heard was, "They're really well informed and really different!"

Some years ago a trade show was an opportunity for new employees to "hang out with the veterans" and learn as much as possible. That has changed, as new employees run to their smartphones and iPads.

So, what are a few of the differences between these two groups, and how will both groups adapt to each other?

*The veterans remember joining the industry and feeling that this was a long-term commitment, the first step to a career.

The new people in our industry will keep their options completely open and are ready to instantly change.

*The years of formal customer call-reports and written communications have had their day. The young professionals are totally uncomfortable with the old ways of communicating.

*Past presentations were far too often a "sales pitch."

Technical knowledge is a mandate. Keep up and provide solutions, or fail!

*Basic rules for success:

1. Communicate constantly, using today's technology.
2. Be completely clear and specific when stating expectations.
3. Hold everyone accountable for results.

The opportunities and current ideas that are available from young professionals are very real. As representative principals, we must adapt and adjust, listen carefully, and communicate in the manner which is most effective and most productive for sales.

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Florida: November 5-7



In November we will change the format and the scope of the IPRO Conference. The title and guide for our planners is: **"Remaining Vital in a Changing Business Environment."** The workshops, discussions and presentations will focus entirely on information that our members can use to strengthen their firms.

The Conference will begin in Ft. Lauderdale, Florida, at the Riverside Hotel on Tuesday afternoon, November 5th and will end at noon on Thursday, November 7th. This will allow for more convenient air schedules, and it will also allow even more of our members to attend.

Our members have told us that the priorities to benefit their firms will be (1) networking, (2) technology, and (3) business and social trends. Our program includes these focus areas and more. We will also celebrate the 25th anniversary of IPRO's founding with a banquet and presentation in a very premium facility, making the event both educational and entertaining.

IPRO representatives succeed, because they provide the very best in customer service and because they produce sales. The Conference is the best venue for representatives and manufacturers to meet and to share the challenges and opportunities that we face in both the residential and commercial audio/video industries. Our members report, "This was the best thing I did for my company all year!"

Frank Culotta
President, Symco, Inc., and IPRO Conference Chairman
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IPRO Members Only

A Few Rooms in Denver

Remember that we were searching for affordable rooms in Denver for the CEDIA EXPO? Nearly all rooms are running at rates of \$179 per night, and most are over \$200...Well, we found a block of rooms at the TownePlace

Suites for \$89 per night, and the majority of those rooms have been reserved by IPRO representative members!

Reservations can still be made through ETS International at www.etsintl.com . Note: The TownePlace Suites is not downtown. It is on the light rail system, a twenty minute ride from the hotel directly to the Convention Center, and a ten-ride pass on the rail system can be purchased for \$20.

On July 1 we will allow our members to be heroes and share this information with their customers. They will be able to reserve any remaining rooms at the same room rate as an IPRO member, and the reservations must be made through the ETS website (see above).



Check it out!

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