



The Professional Sales Force

## Professional Sales Representative Organization

The organization that makes a difference

What we would like you to know... January 23, 2014

IPRO



### Representative Joins CEDIA ExComm

On January 23rd CEDIA announced their new slate of officers, and David Humphries has been elected as the new Treasurer. David has also served on the CEDIA Board for the past year and has provided valuable information from the perspective of a highly successful and professional representative.

In 2013 there were major contributions from CEDIA to the industry and to IPRO, the result of their strategic planning and alignment of priorities for future success. We expect that 2014 will also produce strong leadership and that David will provide strong input and guidance.

As Treasurer, David will also participate as a member of the CEDIA Executive Committee. We congratulate all of CEDIA's management team, as well as David, for their current and future successes. IPRO is committed to

supporting all of our industry partners, our representatives and manufacturer members - so that we all can do more business.

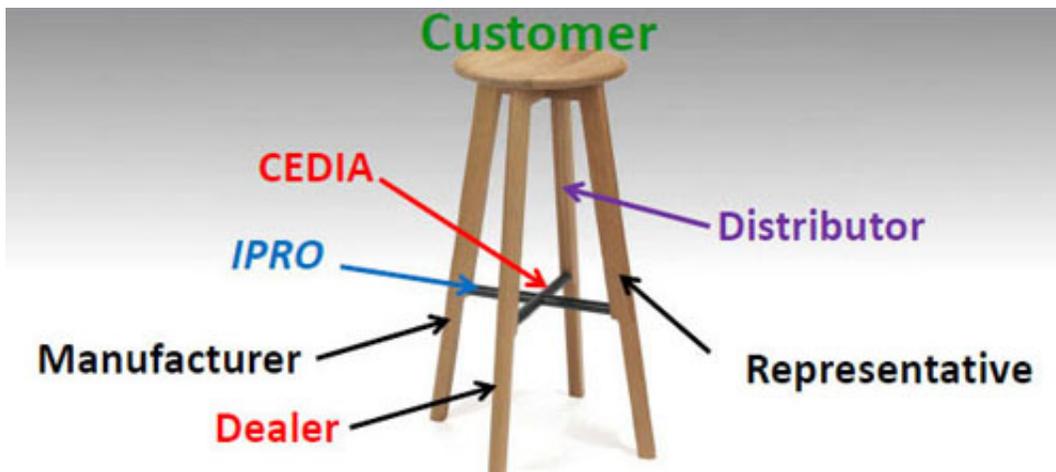
IPRO

### The "New" Three-Legged Stool

Our industry has long included the three-legged stool in business discussions, always focusing on and stressing the need for stability and the joint efforts of the manufacturer, the representative, and the dealer.

We must again focus our combined efforts on supporting the Customer, that end-user who buys and enjoys our products and who creates our future business successes. Should we fail to partner in providing products and systems that meet the needs of our customers, then we will fail...

Thanks to the creativity and wisdom of Eric Bodley, we now have a new understanding of the marketplace that we serve today:



The manufacturer, the representative, and the dealer are now joined in the marketplace by the distributor. All in these roles are seeking to provide products and services that will support sales to the customer, and all share the responsibility of providing technology and business acumen. All four also require continual resources that will lead to greater success.

The "New" Three-Legged Stool photo also shows that CEDIA and IPRO provide a bracing, stabilizing, and supportive role to all of the essential legs of the stool, providing paths to creating customers and selling product and services.

"Here's to great business directions all around in 2014!"

IPRO

## Emerging Tech Trends and Skills

*The following information is an outline of the presentation made by members of The New Leaders Group (pictured here) during the recent IPRO Conference in Florida. The workshop and discussion on this topic was one of the most valuable products of the Conference.*



### Relationships

- As always, the category of relationships is one of the most important facets of a successful business. We are also seeing a shift where it is not only important to have these relationships with owners, but it is also important to have them with the project managers and techs. These individuals are now playing significant roles in the decision-making process that vendors must work with and support.
- Understand that "inmates running the asylum" is prevalent. Owners don't necessarily understand the new technologies and therefore defer to their PM's/techs when making product and technology decisions.

### Business Models Are Changing

- It is more important than ever to be a solid business partner with your customers. Many of our dealers are experiencing a massive shift in their business models, and new products, competitors and sales channels are having a dramatic impact on their business. Big Box retailers and DIY products are in our channel.
- The trend is moving toward trimming lines and narrowing focus.
- Important: Focus on NEW, GROWING categories.
  1. Networking
  2. Lighting control
  3. Window treatment control
  4. Surveillance

### Be An Export Resource

- Dealers are looking to partner with experts in their categories.
- This is true for both representative firms and manufacturers.
- Manufacturers are looking to representatives for market information and local tech trends.

- Be a Technology Expert and Business Consultant.

### Trends Towards Easy Processes And Support

- Dealers are putting more value into the manufacturers' back office support and processes. In some cases this is more important than the product.
- Dealers are utilizing representatives to make dealing with a vendor easier.
- New competitors are attacking this space and winning customers because they are EASY to do business with.

*Many thanks for these insights from the new leaders of our industry.*

---

### **IPRO Staff**

<b>Name</b>	<b>Title</b>	<b>Office Phone</b>	<b>Cell Phone</b>
<a href="#">Ray Wright</a>	Executive Director	800-420-4268	248-514-4418
<a href="#">Susan Zaboji</a>	Newsletter Editor	571-375-2153	
<a href="#">Ron DeVoe</a>	Associate Director, Commercial Division	817-924-9860	
<a href="#">David Humphries</a>	President	973-472-4720	

---

### **IPRO Communications**

[IPRO  
Manufacturers](#)

[Executive Board  
Affiliated Associations](#)

[Board of Directors  
Potential Member](#)

[IPRO Members Only  
IPRO MANUFACTURERS GROUP](#)

---

Sent on behalf of  
Ray Wright  
**IPRO**  
34157 W. 9 Mile Road  
Farmington Hills, MI 48335  
800-420-4268

[Newsletter feedback or to unsubscribe](#)

Powered by:



[support@virtual-representative.com](mailto:support@virtual-representative.com)