



The Professional
Sales Force

Professional Sales Representative Organization

The organization that makes a difference

What we would like you to know... May 29, 2014

IPRO

Technology and Business Summit - Great Lakes



The "Technology and Business Summit - Great Lakes" was a first-time event for representatives in the region, and the cooperative efforts of seven representative firms provided the customers and installers with a quality opportunity to learn skills to improve their businesses. Their efforts were also supported by the presentation of products from forty-seven manufacturers.

On the first day of this two-day event there were discussions among customers, representatives and manufacturers, along with industry speakers who provided tools and information for effective business practices. The second day was dedicated to great manufacturer training.

These presentations were all strongly attended, and the enthusiasm of all attendees was evident, indicating this event to be the first (and not the last) in the Great Lakes area.

The photo above shows the staff provided by the representative firms to ensure the success of the event. These professionals are from the following representative firms:

- Boyle Davis, LLC
- EMI Integrated Systems
- Mike Pecar Sales
- Pinnacle Sales
- Progressive Sales & Marketing
- Sales And Marketing, Inc.
- Tandem Marketing

TBS-GL: Higgs, DeVoe, Hadsel



John Higgs and Ron DeVoe



Bob Hadsel, Draper Screens

IPRO



Preparing for Your Arrival

We have announced that the Talking Stick Casino and Resort in Scottsdale, AZ, will host the IPRO 2014 Conference on October 28, 29, and 30.

This resort has a great combination of features that will provide everyone with meeting support set-ups, as well as providing lots of elements for just having a really good time. From the casino to golf, it is available! We know that many more of our members will be bringing their spouses, and there will be much to do for everyone.

Ray Wright visited the resort on April 24th, meeting with Kelly Moenter-Nofal and Timothy Volkens (*pictured above*) who are our Talking Stick Conference Planners. They hosted a detailed planning meeting, and they allowed time for Ray to inspect the meeting rooms, guest rooms, host services, and entertainment opportunities.

Ray's report: "What a great place! The meeting rooms are spacious and comfortable, and they open onto large patios where people can socialize and make calls. The entire experience will be wonderful for our members and manufacturers. Plus, there are so many great opportunities to explore and to enjoy the area, thanks to Arizona sunshine, the mountains, and the highlights of Phoenix and Scottsdale! I was impressed with the enthusiasm and support from Kelly and Tim and their determination to make this a great experience for IPRO."

IPRO's 2014 Conference will focus on **CHANGE – CHALLENGE – OPPORTUNITY**. Ray states that quality speakers, workshops and planning events will provide our attendees with action plans to bring back to their businesses for greater success.

The detailed program and agenda will be announced in June and will be forwarded to all.

IPRO

TBS-GL: Pedigo, Gatts, Wright, Shoreesh, Davis



From CEDIA, Dave Pedigo and Angie Gatts



Adam Wright, Tandem Marketing - Navot Shoreesh, Spire, Inc. - Chet Davis, Boyle Davis Sales

IPRO

Questions to Mark

Mark Cichowski, pictured here at the recent Summit, was the event coordinator and is the President and CEO of



Clarity AV International, Inc. Ray Wright spoke with him at length and asked him to respond to the following questions:

Ray: Mark, the Summit is obviously a very successful venue for both manufacturers and customers. Why?

Mark: While trade shows are extremely valuable, the Summit provides huge advantages in the use of time, even somewhat compared to sales calls in the field. The customer and the manufacturer are so much more engaged, attentive, and focused. If you are observant, you will see that in this environment there are many more questions asked, more detailed answers given, and no distractions. Both parties get more from the discussion in this format.

Ray: What is the greatest challenge?

Mark: A major challenge in our industry is to help the dealers help themselves. Every firm has a core strength, but few have all of the tools that they need. They seldom allow themselves the time for the education and planning that is needed to be more

successful.

Ray: How do you convince competing reps and manufacturers to support a Summit?

Mark: Actually, the driving factor in making a Summit happen is the representatives. They are the ones who are most invested in the success of the customer and the manufacturer. They have built these relationships over many years, and they bring the customers through the door. They are the most stable and consistent part of the industry, and while they compete, they also manage to support more than just their own firm.

Ray: In one statement, what is the greatest value in doing a Technology and Business Summit?

Mark: We provide the best value and opportunity for people to help their businesses.

IPRO

TBS-GL: McGehee, Howard, Riffle



Tom McGehee, American Audio & Video



Rick Howard - Shannon Riffle, The DaVinci Group

IPRO



Important Steps with Frank White

Anyone seeking to report on a Frank White presentation faces a challenge. Printed words will not communicate the energy, enthusiasm, and knowledge of the industry that Frank provides to his listeners.

His presentation at the Summit was entitled "Keeping Your Friends Close and Your Enemies Closer." The content included a statistical overview of the industry and of the players who sell these products, an eye-opening future view, and strong recommendations for our customers to strategically position their companies and to increase profitability. The presentation was very interactive, often pointing out that attendees have

allowed hectic schedules and installation pressures to take precedence over developing stronger businesses.

Frank made four very strong recommendations to his audience:

1. STEP UP

- a. Communicate with your customers. Create two extra hours a week with mathematical certainty – and you will create more business.
- b. Start scripting. Your competition is fully-trained to communicate a consistent message with customers, and you must be, also. The customers' questions are often predictable, and you must have consistent, credible and believable answers. You are never too busy to be prepared.

2. KEEP CURRENT

- a. Own the network, and own the home.
- b. Know what is available locally, and be the best choice for your buyer.
- c. Know all things that are Consumer Electronics, new technologies, and new products.
- d. Go to Dave Pedigo's "Trend Course," and learn what you might expect in the future.

3. ENGAGE WITH THE INDUSTRY

- a. Our large CE suppliers do not know you. Make them aware of your skills.
- b. Know that reps are stretched very thinly.
 - i. They can make fewer face-to-face calls.
 - ii. They can be a huge resource, don't discount them.
- c. Talk to your Reps, as well as other Custom guys.
 - i. Talking with them is the best way to avoid "being blind-sided."
 - ii. Gather different viewpoints.
 - iii. Know about industry changes and development.
- d. Be knowledgeable about your market.

4. LEARN TO OUTSOURCE (by) :

- a. Marketing

- b. Networking
- c. Subcontracting
- d. Programming
- e. Using Security

I PRO

TBS-GL: Parker, Boyle, The Rodammers



John Parker of James Loudspeakers presenting product



Bob Boyle, Boyle Davis Sales, with Tom and Marilyn Rodammer, The Hi Fi Shoppe

I PRO Members Only

Don't Wait Any Longer

The I PRO room blocks for the CEDIA EXPO are filling rapidly. Please book the room of your choice before it is too late and/or before you have to pay the higher room rates.

Still available are five rooms at the Curtis Hotel downtown, at \$155/night. To reserve these rooms, call Ray at 800-420-4268, or his cell at 248-514-4418.

There are also twenty-two rooms available at the TownPlace Suites at \$92/night. To reserve these rooms, go to www.etsintl.com and click on Upcoming Events on the righthand side of the page. This is a great choice!



IPRO Staff

Name	Title	Office Phone	Cell Phone
Ray Wright	Executive Director	800-420-4268	248-514-4418
Susan Zaboji	Newsletter Editor	571-375-2153	
David Humphries	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