



## ERA's **FREE** bi-monthly **TELEFORUMS**

for member reps and manufacturers continue on

**FRIDAY, Jan. 27, 2012!**

NOON Eastern • 11 a.m. Central • 10 a.m. Mountain • 9 a.m. Pacific

### **TOPIC: Positive Practices for Hard Times**

*Presenter: Nicki Weiss of Saleswise, Certified Professional Sales Management Coach and Sales Columnist in **The Representor***

*Co-Facilitator: Kathie Cahill, CPMR, of Net Sales Company, ERA Senior Vice President / Education*

**Please see the note below re: ADVANCE preparation for this teleforum.**



### **ABOUT THIS TELEFORUM:**

This program is for **BOTH REPS AND MANUFACTURERS.**

2011 was a challenge for many ERA members. However, no matter what the business climate is, there are practical and positive ways of operating that can help you navigate during hard times ... and reap the rewards.

One way is to understand your personal talents and develop them into solid strengths. **To prepare for this teleforum, you are encouraged to take Gallup's StrengthsFinder assessment.** To do so, you are urged to buy one of the StrengthsFinder books and take the 25-minute assessment. Once completed, Gallup will immediately provide you with your top five strengths. A portion of this teleforum will be devoted to exploring how to apply your strengths to your job, whether you are a leader or a salesperson in a rep firm or manufacturing company. These recommended books (just buy one to get the assessment code, which is valid for ONE USER ONLY) are all available on Amazon:

- *Discover Your Sales Strengths* by Smith and Rutigliano
- *Strengths Based Leadership* by Rath and Conchie
- *StrengthsFinder 2.0* by Rath
- *Now, Discover Your Strengths* by Buckingham and Clifton

To **REGISTER** for this teleforum, go to [www.saleswise.ca/era](http://www.saleswise.ca/era). Registration takes only a minute, and you will receive a confirmation with dial-in instructions by return e-mail.

**EVEN IF YOU CANNOT ATTEND, PLEASE REGISTER.** You will receive the link to the audio recording of this teleforum so you can listen at any time.

These one-hour, interactive forums cover a variety of rep business and sales-related topics designed specifically for rep firm and manufacturer participants. To "attend," the only requirement is to register in advance, on-line. Then, on the scheduled date, just dial in (from the office, the car or anywhere!) at NOON Eastern time, using the provided access number.

**QUESTIONS?** Contact Tess Hill at [thill@era.org](mailto:thill@era.org).

