



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

for member reps and manufacturers continue on

FRIDAY, October 15, 2010!

11 a.m. Eastern • 10 a.m. Central • 9 a.m. Mountain • 8 a.m. Pacific

TOPIC: Marketing Your Rep Firm

*Presenter: Nicki Weiss of Sa1eswise, sales columnist in **The Representor***

Web Marketing Co-Facilitator: Paul Chato, Your Web Department

Rep Co-Facilitator: Ted Curtin, CPMR, Repworks, Inc.



ABOUT THIS TELEFORUM:

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

MANUFACTURERS: This teleforum will cover many tips and tactics you can pass on to your reps and/or use in your own company.

Ever wondered what other rep firms do for marketing? Looking for some good and practical ideas? This teleforum focuses on sales challenges and the sharing of ideas in an open forum of reps and manufacturers who want to improve their marketing message and methods.

Join Nicki and her guests – a Web site expert and a highly successful rep firm owner – as they discuss marketing “secrets” you can adapt and use right now in your own firm!

During this teleforum, the topics to be covered include:

- What marketing is, and how it is different from selling;
- Ideas for attracting new lines;
- Ideas for attracting new customers;
- Ideas for branding your rep firm so you can stand out and get noticed;
- And much more!

To **REGISTER**, go to **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 11 a.m. Eastern time, using the provided access number.

QUESTIONS? Contact Tess Hill at thill@era.org.