EARLY REGISTRATION ENDS JANUARY 12

uid2020

MARCH 8-11, 2020 JW MARRIOTT INDIANAPOLIS INDIANAPOLIS, IN



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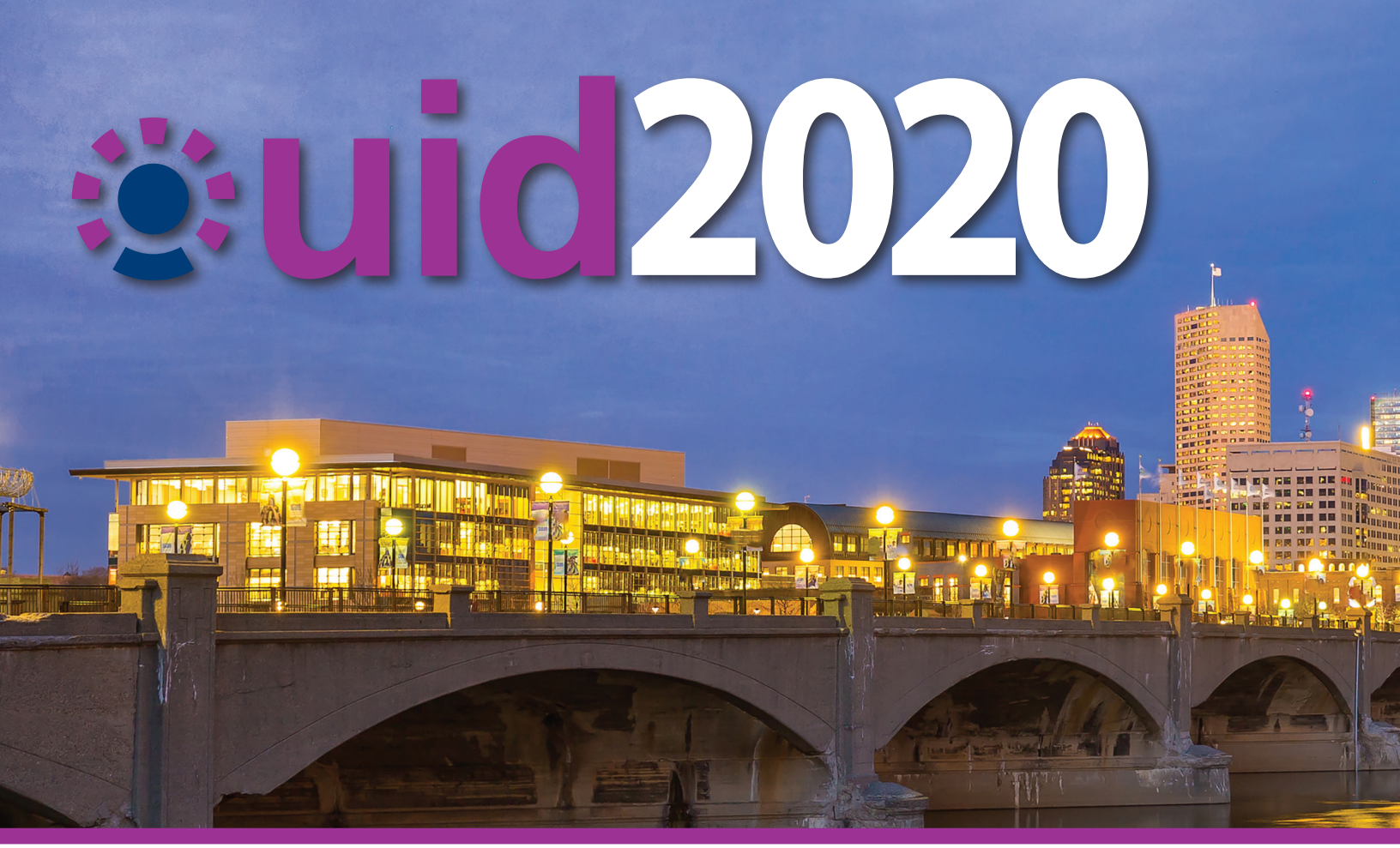
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UID 2020

The University of Innovative Distribution is a concentrated educational program focused on the unique needs of the wholesale distribution industry. Known worldwide for excellence in education, UID is sponsored by the Association Education Alliance (AEA) a consortium of 40+ distribution professional associations, in cooperation with the Department of Technology Leadership and Innovation of Purdue University. Working together, these groups take great pride in providing a superior learning experience.

WHICH COURSES ARE RIGHT FOR ME?

UID has implemented two changes related to the curriculum to ensure participants have all the information necessary to select the courses they feel will best meet both their needs and their interests.

Courses are now grouped in one of six Education Tracks based on theme. Not all course content fits neatly into one track or another; use this classification more as a guide. These groupings give participants the option to plan their curriculum based on interests in one or more areas.

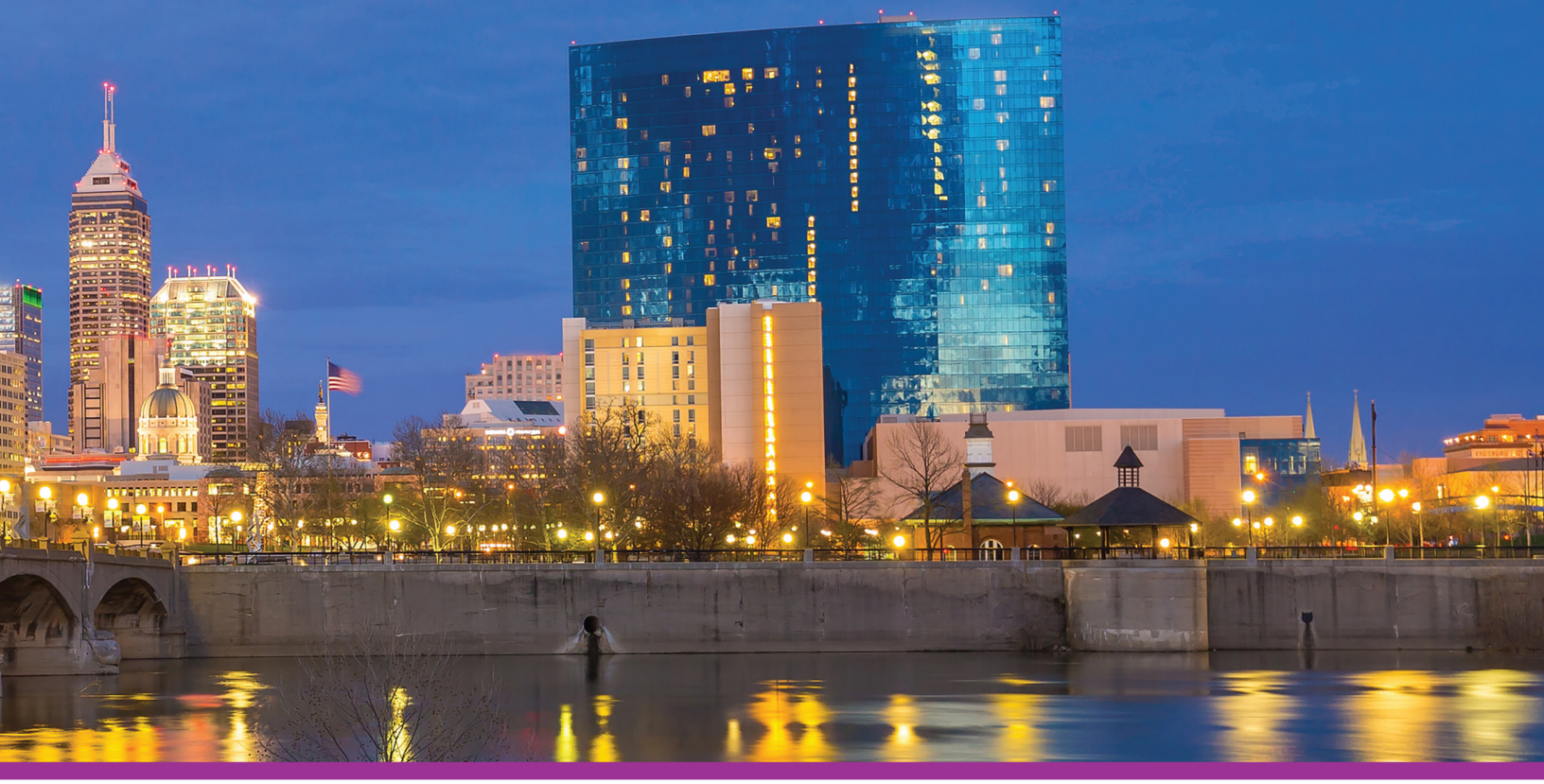
In addition, Instructors have assigned a Level of Complexity (LOC): Foundational, Intermediate or Advanced to their course. Similar to grouping a course in a specific track, the content in some courses will overlap between foundational and intermediate or intermediate and advanced. Use this identifier as a guide. Participants should familiarize themselves with the definitions for LOC and Education Tracks which are provided below and at right.

EDUCATION TRACKS

Distribution Strategy: Covers specifically designed course topics tied directly to distribution including analytics, strategic pricing, and marketplace disruption.

Leadership/Professional Development: Covers diverse topics including tactics to strategic leadership; drawing out talent in others; better communication; creating a safety culture; working smarter.

Management (Incl HR): Covers diverse topics including long-range planning; exploring best practices; building safe and collaborative work environments; process-redesign; goal setting; technology adoption; workforce recruitment; development and retention.



LEVEL OF COMPLEXITY

Foundational. The learning objectives will ensure the content provides the learner with an entry-level overview and exposure to a topic to build foundational, working knowledge leading to the development of a particular skill or skill set.

Intermediate. Participants will have a foundational, working knowledge in the topic as a pre-requisite. The learning objectives will ensure the content provides the learner enhanced concepts necessary to apply and analyze the topic thereby strengthening knowledge and advancing skill level.

Advanced. Participants will have detailed knowledge of the topic as a pre-requisite. The learning objectives will ensure the content enables the learner to master a skill set enabling the learner to adapt, evaluate, modify and predict situational outcomes.

REGISTRATION DESK HOURS

SATURDAY
5:00 pm – 7:00 pm
2nd floor near Starbucks

SUNDAY - WEDNESDAY
7:00 AM – 4:30 PM
White Rover Ballroom Foyer, 1st Floor

Marketing: Covers diverse topics including leveraging social media to drive traffic to your products and services; developing baselines and calculating inbound marketing ROI; defining key performance indicators; auditing content; staying ahead of industry trends.

Operations: Covers diverse topics including supply chain, warehouse and asset management; remaining profitable in a competitive market; effective branch operations; inventory replenishment.

Sales: Covers diverse topics including strategies to increase sales performance; maintaining strong client relationships; sales team leadership; negotiation skills; defining and delivering value-added services.

PROGRAM SCHEDULE

	SESSION	TRACK	COURSE TITLE	LOC
SUNDAY AM (8:00 - 11:30 AM)	001		Finding the Balance: People, Product, and Profitability	
	002		Powered Productivity: Tech Tools to Get Stuff Done	
	003		The Foundations of Leadership: You'll Know it When You See it	
	004		Effective Forecasting and Demand Planning	
	005		How to Accelerate Your Competitive Advantage in Today's Unstable Markets	
	006		The Successful Manager's Communication Toolkit	
	007		New Course To Be Announced	
SUNDAY PM (1:00 - 4:30 PM)	008		Big Data Analytics For Wholesale-Distributor	
	009		Lights, Smartphone, ACTION! A Hands-On Video Workshop	
	010		Work Smarter, Reduce Your Stress & Lead by Example	
	011		Balancing Product Availability and Your Inventory Investment	
	012		How to Improve Your Sales Team's Selling Skills	
	013		The Modern Distributor: It's About Digital Transformation	
	014		The Quick Learning Guide to Human Resources for Every Manager	
	015		Distribution in a Post Amazon World	
MONDAY AM (8:00 - 11:30 AM)	016		Improving the Bottom Line (Part 1)	
	017		Leading Relationships: Communication, Resolution, Accountability, & Performance	
	018		Emotional Intellligence for Sales Success	
	019		Project Management Skills and Strategies	
	020		Five Steps to Maximizing Return on Investment	
	021		Build a Culture of Safety: Beyond the Written Safety Program	
	022		Personnel Productivity Improvement: How to Practice No Surprise Management	
MONDAY PM (1:00 - 4:30 PM)	023		Improving the Bottom Line (Part 2)	
	024		Max Out Margins with Strategic Pricing	
	025		Emotional Intellligence for Sales Leadership	
	026		Updating Your Leadership Toolbelt	
	027		Using Your Solutions to Create Competitive Advantage	
	028		B2B Branding Strategies for the 2020's	

EDUCATION TRACKS

Distribution Strategy | Leadership/Professional Development | Management (Including HR) | Marketing | Operations | Sales

	SESSION	TRACK	COURSE TITLE	LOC
TUESDAY AM (8:00 - 11:30 AM)	029		Leading for Innovation: Systematically Identify Areas Ripe for Meaningful Change	⊕
	030		Digital Disruption: Use the Digital Landscape to Grow Your Sales	✓
	031		Play to Win with a Market Strategy	↗
	032		Make it a Process … Key Elements of Sales Management	⊕
	033		Negotiation Skills for Distributors (Part 1)	⊕
	034		Measuring and Reporting Value Added Savings	✓
	035		Every YES Begins With a Know: Web Search Secrets to Know More	✓
TUESDAY PM (1:00 - 4:30 PM)	036		Increasing Engagement & Motivation: Keys to Bridging the Intergenerational Divide	⊕
	037		The Unwritten Rules of Leadership: The Science Behind the Words	⊕
	038		Leaders are Not Born. They are Built!	⊕
	039		Hiring Salespeople	⊕
	040		Negotiation Skills for Distributors (Part 2)	⊕
	041		Personnel Productivity Improvement: Strategic Recruitment & Onboarding	⊕
	042		You Just "Friended" a Theif	✓
WED. AM (8:00 - 11:30 AM)	043		Who Comes Next? Leadership Succession Planning Made Easy	⊕
	044		Distribution Marketing That Drives Sales Results	⊕
	045		INNOVATE! How to Create Relevancy in the Age of Rapid Change	⊕
	046		Pre-call Planning Tactical Offense Clinic	✓
	047		Mastering the 3 Levels of Championship Leadership Communication	⊕
	048		Inside Sales 101	✓
	049		Buying or Selling a Distribution Business: Here's What You Need to Know	✓
WED. PM (1:00 - 4:30 PM)	050		15 Ways to Grow Your Business in Every Economy	⊕
	051		AI, Marketplaces and Millennials: Handling Distribution Disruption	↗
	052		Playing The Long Game in the 4th Quarter of Your Career	✓
	053		Sales Professional Negotiation and Tactical Defense	⊕
	054		Overcoming The 7 Deadliest Workplace Communication SINs	✓
	055		Coaching for Sales Success	⊕
	056		Know Your Competitive Advantage? Think Again!	✓

LEVEL OF COMPLEXITY (LOC)

✓ Foundational ⊕ Intermediate ↗ Advanced

COURSE DESCRIPTIONS [BY TRACK]

DISTRIBUTION STRATEGY TRACK

008 Big Data Analytics for Wholesale-Distributor
Presenter: J. Michael Marks

This course is focused on practical examples and useful models to improve decision making with big data for today's distributor. It is about practical application, not theory, and it does not require a new software package to play. There is a great deal of bad information and hype on this subject. The basic principle is that better data in decision making improves the firm's ability to make effective investments, increasing shareholder value. The course provides a series of specific examples of how big data allowed a distributor to gain competitive advantage.

024 Max Out Margins with Strategic Pricing
Presenter: Steve Deist

Better pricing is one of the fastest ways to put more money on the bottom line. But ... pricing changes can be complex and risky. This course outlines the steps to build a world-class pricing course that will grow profit while managing short- and long-term risk.

051 AI, Marketplaces and Millennials: Handling Distribution Disruption
Presenter: Ian Heller

We'll investigate three, interrelated, macro trends that are fundamentally transforming the distribution marketplace, learn how they will affect individual firms, and explore how industry leaders should respond: The Rise of Millennials; The Rise of Artificial Intelligence; and The Rise of Marketplaces.

LEADERSHIP/ PROFESSIONAL DEVELOPMENT TRACK

002 Powered Productivity: Tech Tools to Get Stuff Done
Presenter: Beth Ziesenis

Join Your Nerdy Best Friend back again with the newest tech tools to increase productivity, efficiency and awesomeness for work and home. Beth Z's course includes new ideas for task automation, team collaboration, personal productivity and much more. No matter what your technology comfort level, you'll leave with real steps you can take to start changing the way you work right away.

003 The Foundations of Leadership: You'll Know it When You See it
Presenter: Gail Lowney Alofsin

Wherever you are on the "leadership ladder," this course is designed to assist you as you cultivate the characteristics, skills and vision you need to lead people. You will learn and re-learn both tools and strategy to become a stronger, more confident and respected leader and communicator. Leadership? It starts with YOU!

010 Work Smarter, Reduce Your Stress & Lead by Example
Presenter: Steve McClatchy

Just as a business must never stop learning, improving, and innovating to lead in the marketplace, as individuals we are faced with this same challenge. If you are interested in learning a decision-making system that can help you achieve more, overcome obstacles, and help you embrace the change that comes with improvement, this is a "don't miss" course.

017 Leading Relationships: Communication, Resolution, Accountability, & Performance
Presenter: Steve McClatchy

The skills of communicating effectively, working with diverse multi-generational teams, setting expectations, giving and receiving feedback, gaining commitment, resolving conflict, and getting others to follow through can be the most important skills you will ever develop. In this course you will learn the keys to success in each of these areas and how to build relationships strong enough to handle the pressures and tensions inherent in creating, building, leading, and sustaining a fast-changing, high-performance organization.

021 Build a Culture of Safety: Beyond the Written Safety Program
Presenter: Paul Krismer

Breakdowns in safety often occur because of the hidden emphasis on productivity over safety, and because of employee indifference to safe job procedures. These persistent problems can be resolved through consistent action! Organizations that commit to building a culture of safety reap the benefits of reduced injury rates and a healthier bottom line. This presentation will give you practical skills — based in positive psychology — that have been proven to powerfully engage employees and create a truly safe workplace.

026 Updating Your Leadership Toolbelt
Presenter: Julia Kalish, Ph.D.

This dynamic, interactive course will introduce you to interdisciplinary tools, specific strategies, pragmatic models, and helpful hacks from the areas of decision making, project management, Lean/Six Sigma, and goal-setting. You will walk away with a unique framework from which you can leverage best practices from numerous fields to create innovative and lasting solutions.

031 Play to Win with a Market Strategy
Presenter: Steve Deist

This course shows you how to stand out from the competition and create sustained competitive advantage. It takes you through the steps of developing and executing an effective business strategy using techniques specifically designed for distributors. It is intended for senior executives who are responsible for setting their company's strategic direction, and for those who aspire to such a position.

037 The Unwritten Rules of Leadership: The Science Behind the Words
Presenter: Jamie Turner

The world's most influential leaders understand the power of persuasion and how to use it to guide employees, team members, and business partners towards the vision they have for their organizations. Jamie will explain how to use tag questions to gain trust and confidence, how active listening can be the difference between success and failure, and how using the word "because" can be transform your persuasion skills.

LEVEL OF COMPLEXITY KEY — Foundational | Intermediate | Advanced

038 Leaders are Not Born. They are Built!

Presenter: Randy Disharoon

In this course, participants will learn the four phases of leadership development: Build Within; Build Around; Build Up; Build Out.

045 INNOVATE! How to Create Relevancy in the Age of Rapid Change

Presenter: Dirk Beveridge

Beveridge's research for the NAW's Institute for Distribution Excellence discovered that 76% of leaders throughout distribution believe we are living in an environment we could call the Age of Disruption. And in this age of disruption, 85% feel they need to reinvent their business before someone else does. But as you continue to operate the business for today, how can you unleash the spirit of innovation to build a relevant, stronger, and more profitable future? In this inspiring and research-based course, you will explore The Innovative Distributor™ framework that provides a practical model for creating transformative and innovative change.

052 Playing the Long Game in the 4th Quarter of Your Career

Presenter: Dirk Beveridge

In the midst of their 4th quarter, 62% of distribution leaders question if their business has a clear path forward for long-term sustainability. Clear path forward or not, it is in the 4th quarter when you set the trajectory for the business way beyond your playing days. This course is designed for those leaders in the 4th quarter of their career who are playing the long game, in a short-term world. You will discover a success path of clarity, capabilities, and confidence that ensures during this 4th quarter you position your business for long-term sustainability and success.

MANAGEMENT (INCL HR) TRACK

001 Finding the Balance: People, Product and Profitability

Presenter: Jason Bader

This course is all about building a profitable operation. Managers need to understand how to lead their team down the path of profitability. It starts with getting everyone on the same page so that the location can provide a superior customer service experience. At the same time, the manager needs to be accountable to the asset have responsibility over. This is the balancing act of every effective manager. In this course, we will cover the basics of coaching, managing, and driving your way to profitable location growth.

005 How to Accelerate Your Competitive Advantage in Today's Unstable Markets

Presenter: Jim Pancero

This interactive course will explain how the four most disruptive shifts in selling today are impacting your sales team (and what you as their sales leader can do about it). You will learn the five best things you can do right now to stabilize your business in today's unstable markets. You will also learn how you can strengthen and improve your team's "Why buy" selling message. A detailed workbook/action guide will be provided to help you take these ideas back to share with your sales team that includes a ten-stepped outline you can use to lead your team to a stronger message of value and uniqueness.

006 The Successful Manager's Communication Toolkit

Presenter: Linda Larsen

This fast-paced content-rich workshop focuses on how to build meaningful, mutually beneficial relationships by the continued improvement of how you communicate — verbally, non-verbally, via email, telephone and, of course, face-to-face. This holistic approach will help you build a team comprised of individuals who are equipped with the mindset and the skillset they need in order to be highly productive, quickly solve problems and provide stellar customer service. You will leave with tools to help you be a more effective listener, ask for a behavior change, give constructive feedback, and communicate more effectively.

014 The Quick Learning Guide to Human Resources for Every Manager

Presenter: Pam Krivda

If you have responsibility for managing employees — whether you manage just one employee or the whole Human Resources function — this course provides nutshell coverage of what you need to know for effective employee management. We will cover leaves of absence, including family leave, disabilities, at-will employment, having critical conversations with an employee, discipline, documentation, termination, defense readiness, overtime requirements, performance management, and other subjects you need in your day-to-day work with your employees.

015 Distribution in a Post Amazon World

Presenter: J. Michael Marks

There will be digital versions of relationship and trust, there will be digital versions of order fulfillment and service, and there will be digital versions of capital structures and cash, and perhaps even Bitcoin or its replacement. There will even be digital versions of companies. Yet, we are still analog beings living in an ever-increasing digital world. A manufacturer can eliminate a distributor in their channel, but they can't eliminate the work and services they provide. This course explores the forces of changes at work and explores several scenarios that may occur as a result.

019 Project Management Skills and Strategies.

Presenter: Julia Kalish, Ph.D.

The truth is that virtually all projects have common pitfalls, challenges, and opportunities whether they are multimillion-dollar multi-year undertakings or small venture that can be completed in one hour with no designated resources. A proven method of bringing a project in on time, under budget, and according to specifications is universal across a variety of fields, industries, and organizations. Discover how successful project managers think, plan, and deliver results in this interactive workshop designed to allow participants to learn, practice, and perform all aspects of a successful project from beginning to end.

COURSE DESCRIPTIONS [BY TRACK]

MANAGEMENT TRACK (CONTINUED)

⊕ 022 Personnel Productivity Improvement: How to Practice No Surprise Management

Presenter: Kathryne Newton, Ph.D.

In this follow up to Personnel Productivity Improvement: Strategic Recruitment & Onboarding, we will continue with the systems approach to maintaining a productive work environment for your employees.

⊕ 029 Leading for Innovation: Systematically Identify Areas Ripe for Meaningful Change

Presenter: Abram Walton, Ph.D.

This course will look at the stages of the innovation process and how to implement them: planning, defining the course of action, establishing the motivation, attributing the action items, prioritizing, monitoring, and driving desired new behaviors, considering input and output metrics and a suite of leadership metrics to support specific growth initiatives. Creating and driving the effective use of innovation tools, processes, and metrics requires a strategic and disciplined approach that starts with the enterprise growth strategy and cascades throughout each business unit, division, and group structure.

⊕ 036 Increasing Engagement & Motivation: Keys to Bridging the Intergenerational Divide

Presenter: Abram Walton, Ph.D.

Effective talent recruitment, selection, and management requires leaders to move beyond mere stereotypical understandings of generational differences, and to create a bridge between the differences in communication and decision-making styles, training and development needs, conflict-resolution styles, and overall job expectations. This course will introduce intergenerational selection and management techniques including succession planning, mentoring courses, and using behaviorally anchored rating scales and interview questions.

⊕ 039 Hiring Salespeople

Presenter: Joseph Ellers

One of the most difficult objectives for any organization is to identify, hire and integrate salespeople. This course helps organizations to use a process-based approach that begins with a clear understanding of the kind of salesperson needed and ends with a set of actions designed to increase the chances of success through a structured on-boarding process.

⊕ 041 Personnel Productivity Improvement: Strategic Recruitment & Onboarding

Presenter: Kathryne Newton, Ph.D.

You will learn how to take a "systems" viewpoint of the organization; learning tools to identify productivity gaps in your firm and working towards a balance for employee activities such as recruiting and hiring great people, onboarding and training, compensation and incentives, performance evaluation and employee development.

⊕ 043 Who Comes Next? Leadership Succession Planning Made Easy

Presenter: Mary Kelly, Ph.D., CDR, U.S. Navy (ret)

Competitive, challenging, and constantly shifting — that is today's marketplace. To successfully compete, organizations need to build depth of experience, perspective, and increase the knowledge base of their leadership bench. With more than 75 million baby-boomers reaching retirement age, you need to be managerially prepared. You need answers to important organizational and leadership questions: What will the new roles and responsibilities look like in the future? What do we need to build an organizational plan for new challenges? Who is going to move into more senior positions? Who comes next?

✓ 047 Mastering The 3 Levels of Championship Leadership Communication

Presenter: Skip Weisman

This highly interactive and engaging course explores the three levels of communication that organizational managers and leaders must master to exert positive influence on those they lead and manage to get high-performance results. This course will explore the specific skills and components at each of the three levels and provide experiential activities to begin building new skills in each level.

✓ 049 Selling or Buying a Distribution Business? Here's What You Need to Know

Presenter: Jim Miller

If you're thinking about buying, you need to know X ... and if you're thinking about selling, you need to know Y. This course is designed for distribution business owners who are considering either option and managers who may or may not be a part of those transactions. Also for vendor executives who will be directly or indirectly impacted by the sale of distribution companies in their supply chains. The course will dig into the forces that are driving these decisions, types of full or partial sales, and the potential resultant impacts on the supply chains. We will touch on some common post-transaction considerations & mistakes.

✓ 054 Overcoming The 7 Deadliest Workplace Communication SINs

Presenter: Skip Weisman

The reason these communication issues go undefined and unclear is actually and ironically due directly to the communication sins. Once course attendees come to understand these basic communication mistakes, they can begin to label them, have a frank and candid conversation about them and begin to make improvements. Through small group discussions, self-reflective exercises and small group activities, participants will learn the seven communication mistakes, be able to recognize which mistakes are negatively impacting their workplace and commit to building new habits.

LEVEL OF COMPLEXITY KEY ✓ Foundational ↗ Intermediate ⊕ Advanced

MARKETING TRACK

009 Lights, Smartphone, ACTION! A Hands-On Video Workshop

Presenter: Beth Ziesenis

This hands-on workshop teaches you dozens of easy, budget-friendly tech tools to make professional-level videos on the cheap and on the fly. You'll learn how to turn photos from your websites to create a highlight video to send to prospects. You'll discover strategies for turning longer video clips of your products in action into exciting short promo videos. We'll cover everything you need to up your video game, from GIFs to video postcards to conversion tools so your creations can be shared on a number of platforms.

028 B2B Branding Strategies for the 2020's

Presenter: Dan Horan

This interactive course will dive into four aspects of B2B brand strategy, including 1) The foundational elements of a brand, 2) Good and bad branding practices, 3) Creating and building an intentional brand and 4) Effectively maintaining an existing brand. Attendees will learn a simple, team-oriented approach to brand consistency that builds loyal, more profitable customers. They will also work in teams and be guided through a pragmatic approach to narrow the gap between their current brand and ideal brand.

030 Digital Disruption: Using Digital Landscape to Grow Your Sales

Presenter: Jamie Turner

In this fun, engaging, action-oriented workshop, internationally recognized author, speaker, and CEO Jamie Turner will share news ways — and some traditional ways — that you can use marketing to target, nurture, and convert more of your prospects into customers. He will use case studies that highlight several businesses that have adapted to the changes and benefitted as a result.

044 Distrubution Marketing That Drives Sales Results

Presenter: Ian Heller

Professional marketers working in distribution companies often feel underappreciated, unempowered or even ignored by other departments like sales and finance. In many companies, the marketing department struggles to earn resources, find ways to add value and demonstrate measurable ongoing impact.

OPERATIONS TRACK

004 Effective Forecasting and Demand Planning

Presenter: Jon Schreibfeder

The goal of effective inventory management is to meet or exceed customers' expectations for product availability while maximizing your organization's net profits. In this course we will explore how to effectively anticipate what quantities of what products your customers will request.

011 Balancing Product Availability and Your Inventory Investment

Presenter: Jon Schreibfeder

Product availability is critical to the success of your organization. Customers are more demanding than ever before. They want everything "yesterday." But distributors don't have unlimited funds (or space) to invest in large supplies of every product their customers might request. How do you meet or exceed customers' expectations while still earning a good profit?

013 The Modern Distributor: Digital Transformation

Presenter: Andrew Johnson

This course will tackle the topic of innovation in practical terms with a discussion lead by a true practitioner with a desire to share his story and in so doing help other distributors find their way in the ever-changing landscape. We will explore what a digital distributor looks like and how digital transformation may affect the structure, policies, and tactics of traditional distribution companies.

016 Improving the Bottom Line (Part 1)

Presenter: Albert D. Bates, Ph.D.

Only about 10% of all companies make as much profit as they should. This is true across almost all industries. The "Improving the Bottom Line" course will demonstrate how to improve your financial results, not just a little, but a lot. The course emphasizes two essential concepts: Planning Profits First and Setting Profit Priorities. The first of these topics will focus on treating profit as the first element of the plan that should be developed each year.

020 Five Steps to Maximizing Return on Investment

Presenter: Robert Langdon

In this course, Langdon, author of Managing Your Business for Profit, will show you how to calculate return on investment for a closely held business and a five-step process for improving yours. You will learn how to simultaneously improve profit, cash flow and return on investment. And you'll return to your business more competitive than ever.

023 Improving the Bottom Line (Part 2)

Presenter: Albert D. Bates, Ph.D.

This will be a continuation of Part 1 which is highly recommended. Only about 10% of all companies make as much profit as they should. This is true across almost all industries. The "Improving the Bottom Line" course will demonstrate how to improve your financial results, not just a little, but a lot. The course emphasizes two essential concepts: Planning Profits First and Setting Profit Priorities. The first of these topics will focus on treating profit as the first element of the plan that should be developed each year.

COURSE DESCRIPTIONS [BY TRACK]

OPERATIONS TRACK (CONTINUED)

⊕ 027 Using Your Solutions to Create Competitive Advantage

Presenter: Tim Underhill

Positioning yourself as a solution provider can create a true competitive advantage. Why? Solutions can impact four key issues for your customers: 1) Objective Attainment, 2) Improved Operating Profits, 3) Improved Performance, and 4) Reduced Risk. This workshop will walk you through identifying your customers' needs, then determine what solutions you provide to help meet these needs, the impact your solution has on the four key issues above, and why you are the best supplier to provide these solutions. Create a plan you can leave with to position yourself as a solution provider.

✓ 034 Measuring and Reporting Value Added Savings

Presenter: Tim Underhill

In this course we will walk you through how to measure value added savings for any solution you provide. It is focused on industrial, construction and heavy commercial sales/ contracts. We will provide work sheets and case studies to work through on how to measure the savings. We will also demonstrate tools to help you capture, sell and report value added savings. However, this will not be a class focused on selling, it is primarily focused on the Measurement and Reporting of Value-Added savings.

⊕ 050 15 Ways to Grow Your Business in Every Economy

Presenter: Mary Kelly, Ph.D., CDR, U.S. Navy (ret)

You are wonderful with clients, you understand what you need to do to stay current in your field, and you have a great staff, but running a business is tough. Working in the financial profession today involves all kinds of other tasks as well. In this fast-paced, dynamic, and fun course, Mary incorporates workable solutions for today's tough business problems. Learn how to maximize your time and resources for greater productivity and profits.

SALES TRACK

↗ 012 How to Improve Your Sales Team's Selling Skills

Presenter: Jim Pancero

As the leader of your team, the selling skills you most want and need within your reps have to be identified and highlighted. You will learn the evolution of selling to explain why so many of your senior sales reps are stuck in outdated and ineffective selling philosophies. We will discuss the selling skills you need to look for in your next hire. You will learn the five most critical selling skills your team needs to achieve long term success. And you'll leave with an action plan to help you take these ideas back to share with your team.

⊕ 018 Emotional Intelligence for Sales Success

Presenter: Colleen Stanley

Emotionally intelligent salespeople are great at building relationships, handling pressure and bouncing back from setbacks and failures. When meeting with challenging prospects and customers, emotions often start running the sales meeting rather than effective selling and influence skills. Participants will learn key emotional intelligence skills that produce hard sales results. Skills such as such as emotion management, self-awareness, empathy, assertiveness, delayed gratification and stress management.

⊕ 025 Emotional Intelligence for Sales Leadership

Presenter: Colleen Stanley

It's time for a new perspective in sales and sales leadership. Research from CSO Insights show that only slightly more than half of sales representatives (53%) are meeting or exceeding their quotas. And this is in spite of salespeople and sales managers having access to more information, education and sales enablement tools than ever before. Learn the strategies to improve your training and coaching skills by understanding and applying emotional intelligence in their sales leadership role.

Visit UNIVID.org for
online registration, complete course descriptions, learning objectives, and speaker bios.

FEBRUARY 18 **Registration DEADLINE**
February 18, 2020

LEVEL OF COMPLEXITY KEY ✓ Foundational ↗ Intermediate ⊕ Advanced

⊕ 032 Make it a Process ... Key Elements of Sales Management

Presenter: Joseph Ellers

The role of sales management has changed over the past 25 years from customer relationship management to the need for more focused, proactive sales effort. This course addresses the core elements of effective sales management, including a set of specific tools that can be implemented immediately. The participants will be challenged to develop a draft sales plan, during the class setting.

⊕ 033 Negotiation Skills for Distributors (Part 1)

Presenter: Michael Schatzki

This course teaches you how to improve your bottom-line profitability. The focus is on sales, purchasing and other negotiations that will have a measurable impact on your profits. The Negotiation Dynamics System provides a powerful set of tools that will give you a real negotiating edge while at the same time maintaining positive, long-term relationships. Taking Part 2 of this course is highly recommended.

✓ 035 Every YES Begins with a Know: Web Search Secrets to Know More

Presenter: Sam Richter

In a prospect or client meeting, do you talk mainly about you and your organization? Or is the conversation focused on the other person and what he or she cares about? Do you make your prospects and clients feel important? Are you relevant? It's no longer enough to be interesting. In today's world you need to be interested.

⊕ 040 Negotiation Skills for Distributors (Part 2)

Presenter: Michael Schatzki

For those who attended Part 1, this course is a continuation of what you learned and will include some valuable exercises. The focus is on sales, purchasing and other negotiations that will have a measurable impact on your profits. The Negotiation Dynamics System provides a powerful set of tools that will give you a real negotiating edge while at the same time maintaining positive, long-term relationships.

✓ 042 YOU JUST "FRIENDED" A THIEF

Presenter: Sam Richter

It's amazing the amount of information available online about companies and people. And it's shocking how vulnerable we all are to Personal Identity Theft and Business Identity Theft in ways you might not think about. Easy-to-implement, non-technical ways to protect yourself, your family, and your business from identity theft. This eye-opening, high-energy, entertaining course will have your audience talking, thinking, and thanking themselves (and you!) that they attended the conference.

✓ 046 Pre-call Planning Tactical Offense Clinic

Presenter: Don Buttrey

This clinic will teach sales professionals how to prepare and execute highly effective, consultative customer interactions. Salespeople can improve call success by this powerful pre-call planning process. Each attendee will receive a pre-call planning tool and prepare for an actual upcoming call during the clinic for immediate application!

✓ 048 Inside Sales 101

Presenter: Paul Reilly

Although selling principles are similar, there are tactical differences between outside and inside sales. These tactical differences create unique challenges and opportunities. This course provides a framework for training and developing the inside sales team. When your inside sales team applies these tactics, they will proactively serve customers and sell more effectively. Leveraging the strengths of your inside sales team will lead to greater customer loyalty and profitability. Participants will be invited to a post-UID webinar.

⊕ 053 Sales Professional Negotiation and Tactical Defense

Presenter: Don Buttrey

This is a hands-on skill development workshop. We will first look at what objections are and learn the dynamics surrounding them. I will then teach a proven methodology for how to respond using the "SELL defense". Everyone will receive a detailed handout and a worksheet tool to help develop skillful responses to the objections, complaints, and negotiation ploys they face!

⊕ 055 Coaching for Sales Success

Presenter: Paul Reilly

If salespeople report to you, your number one responsibility is to coach. Our research shows that salespeople want more coaching and better coaching. Coaching is how you bring value to your sales team. Coaching requires commitment to your team and time in the field. You can't coach from the locker room. In Coaching for Sales Success, sales leaders will learn how to coach their sales team and manage the sales process more effectively. Participants will be invited to a post-UID webinar.

✓ 056 Know Your Competitive Advantage? Think Again!

Presenter: Jaynie Smith

Few companies can articulate a competitive advantage or a differentiating value proposition for their company. This course is based on 15 years of research showing attendees what is and what is not a competitive advantage. Participants will learn a new definition for differentiation statements after they are shown that most messages touted today are vague and clichéd. In this interactive workshop, attendees will leave with new advantages they didn't know they had, or at a minimum, with a process to uncover even more in their companies.

JW MARRIOTT INDIANAPOLIS HOTEL

10 S West Street, Indianapolis, IN 46204
Phone: 317-860-5800

The JW Marriott Indianapolis Hotel is ideally located near Lucas Oil Field Monument Circle and downtown Indianapolis. It is located 14 miles from the Indianapolis International Airport.

To receive the special hotel rate of $199 single/double (plus appropriate taxes), please identify yourself with the University of Innovative Distribution (UID) when making your reservation. Registrants are responsible for making their own hotel reservations directly with the hotel to receive this special rate. Reservations made after February 18, 2020 will be at the hotel's discretion regarding availability and rate. Sleeping rooms are limited and sell out early. Please make your reservations as soon as possible.

Visit UNIVID.org for full hotel information and online registration.



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TCATA	Textile Care Allied Trades Association
UVSA	United Veterinary Services Association
WF&FSA	Wholesale Florist & Florist Supplier Association
WMA	World Millwork Alliance

IMPORTANT DEADLINES

January 12, 2020 - Earlybird registration ends. Registration is only accepted online with credit card payment.

February 18, 2020 - Hotel reservation and cancellation deadline. Reservations must be made directly with the hotel prior to 5 p.m. Central Time to receive the UID rate.

February 18, 2020 - Registration deadline. All applications received after this date will be handled on a case-by-case basis.

REGISTER ONLINE visit www.univid.org to register

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