



FOCUS

A publication of the Power-Motion Technology Representatives Association (PTR A)

March 2013
Volume 12, Issue 1

President's Perspective

by Jerry Rhodes, CPMR, PTR A President

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Jerry Rhodes

We are well into the first quarter of the New Year with both the U of M Consumer Confidence and the NFIB Small Business Optimism improving from a decline at the end of 2012, and the overall outlook for 2013, according to various PTR A members, is very positive. This is all good news!

This will be my last article as the PTR A President, so I would like to take a moment to reminisce. I remember going to my first PTR A conference in 2000 at Amelia Island in Florida, and I only knew a handful of people. When the meetings finished up on the first two days, another first-timer and I jumped in our car and drove to Daytona to experience "Bike Week." We had so much fun the first day that we drove back for the second day. On the third day, I was talking to some longtime members who convinced me to stick around and network with other members, and they also talked me into joining a committee. Even though "Bike Week" was a lot of fun, it wasn't the best choice I made at that year's conference. The best choice I made was joining the committee and sticking around to network with my peers. After that first conference,

I felt the desire to grow with PTR A and do whatever I could to better our association and profession. After a few years in the association I knew how to engineer systems, but what I was lacking was how to run a rep firm. That is when I decided to enter the CPMR (Certified Professional Manufacturers Representative) program. The following three years brought the greatest professional growth I have ever experienced, and I would recommend it to every representative firm in PTR A.

During the last 13 years of my membership the association has had some turbulence, but it has been one of the best rides I have ever been on.

Spring's fast approach means our PTR A's 41st Annual Conference is right around the corner. After reviewing the last conference registration report, it looks like we are going to have another well-attended conference, and I can't wait to hear all of the content Walt Brooks and his committee has put together.

When you get to the conference, please participate by getting involved, and start networking early because that is how you are truly going to maximize your membership.

It has been a pleasure serving you.

See you in Puerto Rico. ▲

Got News To Share?

Let PTRA call attention
to your successes,
growth & changes!

E-mail your industry news and
information or updates about
your company to us at any time
and we'll include your news in
the next edition of *FOCUS*.

Send your news to: info@ptra.org
Attention: News for Focus NL

or fax to: 949-855-2973
or mail to: PTRA Member News
16-A Journey, Suite 200
Aliso Viejo, CA 92656

“Lines Available” Communication To Reps

Principal Members of PTRA
may announce their interest in
recruiting reps through our
Lines Available service.

For more information and an
application go to:
www.ptra.org

Welcome New PTRA Members

Principal Members

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BW RESOURCES, LLC
dba **KASE MACHINE WORKS**
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JIT SILICONES PLUS,
division of **SENSIBLE**
COMPONENTS, INC.
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(855) 548-7587

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Warren, MI
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Member News

Thomas C. Tsatsos, founder of the House of Motors and EE Controls, Minneapolis, Minnesota, passed away in March. A long-time PTRA member, Tsatsos was a founding member of BDMA, the rep council for Baldor Electric. His son Mark, past-president of PTRA and House of Motors, continues to work with Kacey Enterprises in Minnesota and the Dakotas. House of Motors, Inc., merged with Kacey Enterprises in early 2011. Another son, Charlie, continues as the senior territory manager for Niedec Motors in the Upper Midwest.



Lines Available

Bluffton Motor Works

410 E. Spring St.
Bluffton, IN 46714
phone: (260) 827-2378
fax: (260) 827-2396
e-mail: pnussear@blmworks.com
www.blmworks.com

CONTACT:
Phil Nussear, Marketing Manager

TERRITORIES OPEN:
Lower 48 States

PRODUCT DESCRIPTION:
AC/DC Motors, Gearing, Washdown

TARGET MARKETS:
OEM and Distributor Markets

Servomech US, LLC

806 Bay Star Blvd.
Houston, TX 77598
phone: (281) 280-0147
fax: (281) 480-8656
e-mail: cherrin@servomech-usa.com
www.servomech.com

CONTACT:
Raul Martinez, Director of Sales & Marketing

TERRITORIES OPEN:
New England, MN, MI, TX, OK, OH, CA, NV

PRODUCT DESCRIPTION:
Linear Actuators, Ball Screws, Screw Jacks

TARGET MARKETS:
Automation, Material Handling, Renewable Energy, Construction

Educational Opportunities

CPMR Certification Program (MRERF) www.mrerf.org

January 6-10, 2014
University of Texas at Austin
AT&T Executive Education & Conference Center

CSP Certification Programs (MRERF) www.mrerf.org

April 30-May 3, 2013
Philadelphia, Pennsylvania

May 14-17, 2013
Minneapolis, Minnesota

September 10-13, 2013
Chicago, Illinois

October 22-25, 2013
Dallas, Texas

November 4-7, 2013
Guadalajara, Mexico

MANA/PTRA Teleforums ■ www.manaonline.org

FOR REPS

Strategies To Help Your Rep Firm To Run More Effectively

April 22, 2013

Selling To Attila the Hun

June 10, 2013

Changing of the Guard — Dealing With New Leadership Within a Principal Company

November 15, 2013

FOR MANUFACTURERS

How To Run Impactful Sales Meetings With Reps

April 16, 2013

How To Set Up Effective Training Programs For Manufacturers' Reps

June 10, 2013

FOR REPS & MANUFACTURERS

Positive Practices For Hard Times

May 10, 2013

Getting the Most of Trade Show Participation

September 20, 2013

Using Technology To Improve The Rep-Principal Relationship

October 21, 2013



Walt Brooks

Fusing Power and People — PTRA Conference 2013 Update

by Walt Brooks, CPMR, 2013 Conference Chairman

We are in the home stretch and the excitement is building as we get closer to our conference in just a few weeks. Many of you have taken full advantage of the early-bird discounts and the numbers of members pre-registering are solid once again.

To recap our speaker lineup, we will kick off with Alan Beaulieu from the Institute for Trend Research on Thursday morning, who will share his insights on the economy. Following Alan is Peter Marathas of Proskauer Rose, LLP, who will review The Patient Protection and Affordable Care Act (also known as ObamaCare).

Our Friday breakout sessions will include seminars on the new IOS Operating System by Steve Turner of Turner Time Management, Dan Beederman covering Succession Planning, and Mitchell Kramer will hold court on "Today's Legal Landscape."

Our Saturday morning begins with Rick Farrell from Tangent Knowledge Systems, author of the book *When Selling Isn't About*

Selling. Rick's focus is on teaching your sales force to adopt a CEO mentality.

Our final speaker will be John Weeks from IntelliQuest. John is a security expert who will explain the ins and outs of identity theft and how to protect yourself, personally and professionally.

The Rep Mix is filling up fast, so if you haven't already registered, please do so as soon as possible.

Our golf outing on Thursday is all set; however, Bill Taylor reports that a few hole sponsorships remain. Please contact either Bill, myself, or Linda McKee for further information on signing up for a hole.

In closing, please feel free to contact me at wbrooks@wcbrooksco.com if you have any specific questions about the conference.

Brush up on your Salsa Dancing and we look forward to seeing you in a few weeks!

Safe Travels ▲



41st Annual Conference

April 17-20, 2013 · Rio Mar Beach Resort · Puerto Rico

Power-Motion Technology Representatives Association

Providing Service to our Channel Partners
Manufacturers · Distributors · End Users



ASSOCIATION VALUES

- Professional Conduct
- Ethical Practices
- Respect for Channel Partners
- Product Knowledge & Education
- Professional Sales Support
- Trust



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Mike Weinberg

The Fundamentals Are The Fundamentals Because They Still Work!

By Mike Weinberg

It's always been hard to get salespeople to prospect for new business — even when proactively pursuing strategic target accounts was widely accepted as a valid method for acquiring new customers. Today, the false teachers, many from the Sales 2.0 movement, loudly proclaim that prospecting is dead and completely ineffective for developing new business.



There is a lot of noise and confusion about prospecting in the sales world.

Be on guard when you hear people preaching that prospecting no longer works. Be careful because it is exactly what your itching ears want to hear. No one really likes to do the grunt work involved to prospect successfully, especially if it involves cold calling. So it is natural for us to gravitate toward those who tell us what we want to believe. It's the same concept our parents taught us: It matters who your friends are. Much of our subjective truth is based on the beliefs of those we choose to listen to.

Here's what I've noticed over the past couple of years as a coach and consultant to business-to-business sales teams: Those with the loudest voices boldly proclaiming that prospecting is ineffective and that proactively pursuing target accounts who aren't coming to you is a waste of time, are not only wrong, but they also have an agenda.

There are two distinct camps of loud voices preaching the deadly advice that many in sales are excited to hear.

The Under-Performing Crowd

The first camp is filled with your under-performing colleagues in sales. These are the folks who survived, or possibly thrived, when times were good and there was plenty inbound demand for what they sold. For the most part, they never had to prospect for new business. It came looking for them. Or they were so skilled at account and relationship management, they benefitted from an abundance of opportunity at existing accounts during good economic times. These people did well without ever having to go out, turn over new rocks, hunt for new relationships, etc. So, now, in tougher times, not only do they not want to proactively prospect for new accounts, truthfully, they don't know how. And because of their own fears, struggles and current poor results, they don't want you to prospect either. You get it? They are failing and the last thing they want to see is you succeeding picking up new

business when they're not. They're scared, lost and confused. And they figure that the louder they yell that prospecting doesn't work that a) you will listen and agree, and b) they may not be forced to do it themselves.

Inbound Marketing

The second group motivated to turn you against prospecting are those in the Sales 2.0 camp peddling products, services and content for Inbound Marketing. Don't over-read into that statement. There are some incredible sales minds and great people delivering huge value to the sales community from the 2.0 group. And I'm as big a fan as anyone of integrating new media and smart inbound marketing into our business development initiatives. But there is also a contingent of false teachers vehemently declaring that prospecting is passé, worthless, dead — that "old" methods don't work anymore. And it just so happens that many of these same folks stand ready to sell you their solution so you never have to cold call again. Not exactly unbiased advice, is it?

We can embrace the new without discarding the old. Social media and inbound marketing are great supplements to, not replacements for, our personal prospecting efforts. Pay attention to who is telling you not to prospect for new business. I bet there's a good chance they're from one of the groups described above.

I believe that prospecting not only still works, but is an essential part of any new business development initiative. It is time to return to the timeless truths and fundamentals of selling. ▲

Mike Weinberg, author of *New Sales. Simplified: The Essential Handbook for Prospecting and New Business Development*, is a top-performing sales hunter, sales executive, and founder and president of The New Sales Coach. He speaks, consults, and coaches on new business development sales strategies. Visit: www.newsalescoach.com.

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PTRA Code Of Ethics

The position of Manufacturers' Representative is unique in that the Representative is the liaison between the distributor, the original equipment manufacturer, the consumer, and the company represented.

As a power transmission/motion control advisor, the Representative upholds a high professional responsibility to the distributor and the original equipment manufacturer, and at the same time occupies a position of trust and loyalty to the company represented. Only by observing the highest ethical balance can the Representative avoid conflict between these responsibilities.

As a Manufacturers' Representative, it is my responsibility to:

- Hold my business in high esteem and strive to maintain its prestige.
- Keep the needs of my distributors at the forefront.
- Respect my distributors' confidence and hold in trust personal information.
- Render continuous service to my distributors, customers and manufacturers.
- To employ every proper and legitimate means to persuade my customers to use the proper equipment for their application, if known, while strictly adhering to the highest standards of business and professional conduct concerning these recommendations.
- Present accurately, honestly and completely every fact essential to my distributors' and customers' final decisions.
- Perfect my skills and add to my knowledge through continuous thought and study.
- Conduct my business on such a high plane that others emulating my example may help raise the standards of my profession.
- Keep myself informed with respect to my manufacturers' policies, rules and regulations, and to observe them in both letter and spirit.
- Respect the prerogatives of and cooperate with all others whose services are constructively related to mine in meeting the needs of my distributors and customers.

Professional Resources



INSURANCE ADVISOR

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The PTRA FOCUS

is a publication of the Power-Motion Technology Representatives Association

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