



Member's

Corner

Projects, programs keep IHRA board and staff busy through summer

(Steve Grossman, CPMR, former IHRA President / Chairman, is taking a well-deserved hiatus from his monthly REPporter® column. His column will return in August.)

Although the next IHRA Board Meeting isn't until March 17, 2005, your officers, directors and staff keep busy planning, producing and promoting the association's projects and programs for the benefit of its members and all multiple-line, field sales professionals in the home, housewares and hardware industries. Here are the items discussed during the Executive Committee teleconference of Monday, June 14, 2004:

1. Current member status - 235 Rep Member Firms. This is the largest membership for IHRA, for the first half of any year, since its inception in August 1994. A new promotion was sent to 1700 prospects on Friday, June 11 via eMail blast. These efforts usually produce 1-10 new member firms.
2. The financial position was considered to be "excellent."
3. The project, headed by Kent Kulovitz and Mark Glotter, of producing a "Contract Guidelines between Manufacturers and Representatives" is in its final stages. This long-asked-for document will go to the full IHRA Board for approval by the end of June. It should be available, in electronic form, to the home, housewares and hardware industries by the end of July.
4. Kulovitz is also involved in a review

continued on page 2

Better Repping

CHOICES - You can MAKE things happen - or you can LET things happen

by Jack Berman, Sales Trainer

Our life is controlled by the choices we make and there are three ways we make choices:

1. We do it automatically.
2. It feels right.
3. We think it over first.

One method is not better than another. It all depends on the circumstances. Making a choice automatically, saves time. When something feels right, it usually is right on. When we think it over, it is more logical.

EVERY SELLING DAY WE MAKE THREE IMPORTANT CHOICES THAT DIRECTLY AFFECT OUR SALES VOLUME:

1. The amount of eyeball-to-eyeball time we choose to spend with our customers.
2. Who we choose to spend that time with.
3. How productively we choose to use that precious time.

1. "Eyeball time" with customers is our greatest opportunity to convince them to do more business with our principals. None of our time is more valuable. It is customer time. The more selling time we spend with customers the more business we can develop.

2. "Who we choose to call on." Eyeball time with customers who can give us more business, and can lead to bigger volume. The stakes are higher. However, our obstacle is that we like to feel good. We don't like tension, anxiety, and frustration, so we make unconscious choices to avoid those problems. We rationalize spending more time with the customers we enjoy. It may feel right, but when we think it over, we usually make the right choices to go where we can build more business.

3. "How effectively we use that precious time" on every customer call is the most important choice of all. If we choose to invest a minute or two before our call to write down the things we want the customer to do, we can make good things happen.

Synergistic selling is very complicated. As manufacturers' representatives, when we make a call, we must involve the customer in several transactions whenever possible. The greatest waste of our time and the customers' time is taking up one line or product and leaving.

continued on page 2

Better Repping (from page 1)

Prior to a call, synergistic sales-people have several objectives in mind, offering them two choices:

1. To keep these objectives in their minds, and try to remember all of them when face- to- face with the customer - or

2. Write them down to be sure they will remember them... They can jot down their objectives on call organizers, notebooks, laptops, or Palm Pilots, in whatever form they choose.

They can then make two more choices:

1. Place the call organizers in front of them during their call, or

2. Leave them in their brief cases and again rely on their memories under pressure.

They can also be sure to cover all of their objectives by telling the customer that they have a *specific* number of important things to discuss. When the customer hears a *specific* number, he wants to hear them all.

There is also another big advantage when you write your objectives. Other objectives that you hadn't thought of usually pop up, helping you to accomplish even more.

Your probable reaction to this idea that involves paperwork is:

“How much time does it take to write a call organizer?”

It takes only 11 seconds to transfer each objective from your mind to paper. Therefore, if there are six things you want to cover, it takes just over one minute to write them, and you will be amazed at the difference in your call!

You will be delighted with the impression you make and what you accomplish for your customers, your principals, and yourself. You will get a lot more done in a lot less time!

Of course, you don't have to make these suggested choices, but I have a hunch that if you have read this far, you will seriously consider it!

To repeat:

Your choices are to spend, or not spend, more time face to face with customers,

Your choices are to spend, or not spend, more time with customers who can give you more business.

Your choices are to take an extra minute per call and write objectives which will help you accomplish much more, in less time; or to just wing it.

It is all up to you!

Jack Berman has been a manufacturer, a representative and a sales trainer He can be reached at 310-472-4039 or visit his Web site, Better Repping Online, at www.bermaninformation.com where you will find complete instructions for designing your own call organizer, plus a lot, lot more.

IHRA Projects/Programs (from page 1)

of IHRA's bylaws. That project should be completed by August 1.

5. Because of the co-locating of the 2005 Hardware and Gourmet Shows (Tuesday, May 17 - Thursday, May 19) in Las Vegas, and because 50-75% of our members are likely to attend one or both of these shows, IHRA is attempting to secure a block of rooms for its members.

If successful in obtaining the room block, IHRA might schedule a half-day or full-day “mini conference” preceding the shows. This could be an opportunity to interest our members in a quality educational program, as a prelude to an IHRA stand-alone conference.

6. The IHRA Article Library has had a successful launch. Within 2 days of the announcement several members had requested copies of specific articles in the library. If you haven't done so, check it out at <http://www.ihra.org/>.



March 20 -March 22, 2005
<http://www.housewares.org/>

“Skills for Sales Success”



A great seminar for your sales team is now available because you are a member of **IHRA!**

The **Skills for Sales Success** program covers the topic areas that consistently distinguish top sales performers. In addition, participants test and earn the designation Certified Sales Professional. (**CSP**)

Listen to what participants have said of the course:

- ⊙ The best comprehensive, all encompassing sales course I have seen. A great refresher for old guys like me.
- ⊙ Exceptional course. The course had the right blend of interaction, participation and instruction. The flow was comfortable and beneficial to the topics being discussed. I think that Frank made the class meaningful, worthwhile and fun.
- ⊙ At this level of instruction, it would be hard to improve on course content.
- ⊙ Course was perfect. I came out of it with the knowledge I was looking for.

Comprehensive Seminar covers:

- ⊙ Consultative Selling Process
- ⊙ Relationship Building
- ⊙ Communications Training
- ⊙ Strategic Sales Planning
- ⊙ Local & Regional Marketing Strategies
- ⊙ Time and Territory Management
- ⊙ Self Management & Personal Development
- ⊙ Business Acumen

Don't miss out on the fall session. Register today!

Dates: September 23 - 26, 2004

Location: Sheraton Gateway Suites – O'Hare, Chicago, IL

Brochure and Registration attached or go to: www.mreref.org/education/sfss.htm



For more information please call or e-mail Vicki at MRERF.
MRERF/IPA P.O. Box 247, Geneva, IL 60134 P: 800-346-7373 F: 630-208-1475
E: Vicki@mreref.org

2004 INDUSTRY CALENDAR OF EVENTS**July**

Atlanta International Gift & Home Furnishings Market
July 06 - July 15, 2004
Atlanta, GA

The Gift Fair in Atlanta
July 09 - July 12, 2004
Atlanta, GA

California Gift Show
July 17 - July 20, 2004
Los Angeles, CA

San Francisco International Gift Fair
July 24 - July 28, 2004
San Francisco, CA

Washington Gift Show
July 25 - July 28, 2004
Chantilly, VA

August

Orlando Gift Show
August 07 - August 10, 2004
Orlando, FL

CGTA Canadian Gift & Tableware Show
August 08 - August 12, 2004
Toronto, Canada

New York Gift Show at 225
August 11 - August 19, 2004
New York, NY

New York International Gift Fair
August 14 - August 19, 2004
New York, NY

New York Gift Show at 41 Madison
August 15 - August 19, 2004
New York, NY

The Seattle Gift Show
August 21 - August 25, 2004
Seattle, WA

Tendence Lifestyle 2004
August 27 - August 31, 2004
Frankfurt, Germany

September

IN'NOVA, Innovative Solutions for Table & Living
September 02 - September 05, 2004
Lisbon, Portugal

Atlanta Fall Gourmet Show & Gift & Accessories Market
September 11 - September 14, 2004
Atlanta, GA

Boston Gift Show
September 11 - September 14, 2004
Boston, MA

Dallas International Gift & Home Accessories Market
September 11 - September 14, 2004
Dallas, TX

Philadelphia Candy Show
September 12 - September 14, 2004
Valley Forge, PA

Sweets China
September 21 - September 24, 2004
Shanghai, China

Los Angeles Gift & Home Accessories Market
September 26 - September 28, 2004
Los Angeles, CA

October

New York Home Textiles Show
October 08- October 11, 2004
New York, NY

New York Gourmet Housewares Show
October 9 - October 11, 2004
New York, NY

Natural Products Expo East
October 14 - October 17, 2004
Washington, DC

Coffee Fest Seattle
October 15 - October 17, 2004
Seattle, WA (425-283-5058)

SIAL Paris
October 17 - October 21, 2004
Paris, France

New York Fall Tabletop Market at 225
October 30 - November 04, 2004
New York, NY

New York Fall Tabletop Market at 41 Madison
October 30 - November 04, 2004
New York, NY

November

International Hotel/Motel & Restaurant Show
November 13 - November 16, 2004
New York, NY

NEW YORK
Gourmet
HOUSEWARES
***** SHOW *****
October 9 - October 11, 2004

For a complete list of ECRM-EPPS Conferences, see their website at: <http://www.ecrm-epps.com>

Field Sales Professionals Serving the Home • Housewares • Hardware Industries

Manufacturers Seeking IHRA Field Sales Professionals

Products: A Diversified Line of Storage & Housewares
Products with emphasis on our patented lines for high-end

Products: Thermo Electric Automotive & Housewares
Products



Manufacturers: Are You Looking for Well-Qualified, Performance-Committed, Field Sales Professionals?

Find them quickly, easily and cost-effectively with IHRA's three exclusive marketing services . . .

The IHRA Locator



The IHRA Locator

A directory of housewares representatives by territories covered, type of products handled, type of customers sold through and complete details about their companies.

Instant HOT Lines



Instant Hot Lines

A one-time fax or eMail that provides immediate information on *your line, only*, to representatives in specific marketing areas or across the country.

Lines Available



Lines Available

A special page (or pages) of listings in the IHRA Monthly Newsletter - the REPorter - of manufacturers seeking representatives.

INTERNATIONAL HOUSEWARES REPRESENTATIVES ASSOCIATION

175 N. Harbor Drive • Suite 3807 • Chicago, IL 60601
(312) 240-0774 • (800) 315-7430
Fax: (312) 240-1005 • info@ihra.org

This is an IHRA service to keep members advised of lines available. The listing of a manufacturer should in no way be construed as an endorsement of that line by IHRA, it being the obligation of each member to make their own evaluation of the line.

**Manufacturers:
Are You Looking for Well-Qualified,
Performance-Committed, Field Sales
Professionals?**

*Find them quickly, easily and
cost-effectively with IHRA's three
exclusive marketing services . . .*

The IHRA Locator

A directory of field sales professionals
by territories covered, type of products
handled, type of customers sold to/through
and complete details about their companies.

Instant *HOT* Lines

A onetime eMail or fax that
provides immediate information
on *your line, only*, to reps in
specific territories or throughout the world

Lines Available

A special page (or pages) of listings in the
IHRA Monthly Newsletter - the REPorter -
of manufacturers seeking representatives.

**Call IHRA at (800) 315-7430
eMail: info@ihra.org
www.ihra.org**

The REPorter®

is published
monthly for

**INTERNATIONAL HOUSEWARES
REPRESENTATIVES ASSOCIATION**

175 N. Harbor Drive
Suite 3807
Chicago, IL 60601
(312) 240-0774
Fax: (312) 240-1005
eMail: info@ihra.org
Web: www.ihra.org

Statements of fact and/or opinion
are the responsibility of the
authors alone and do not imply an
opinion of the officers or members of IHRA.

**2004 /2005 IHRA Officers; Directors & Staff
Officers**

Chairman: Jim Adams
President: James Ayotte
President-Elect: David Silberstein

Senior Vice Presidents

Industry & Membership: David Friedman
Legal & Education: Kent Kulovitz
Fiscal: Mark Glotter
Delegate to MRERF & AMRA: Steve Grossman, CPMR
Executive Director: William M. Weiner

Directors

Jeanmarie Bettencourt
Burt Karlin
Bob Kroll
Mark Levy
Richard Spitaletta

Past Chairs

John M. Clampitt
Steve Grossman, CPMR
Jay L. Cohen
Tom Rooney
Peter Bang-Knudsen
Donna Peake

Staff

Administrative Assistant: Stephanie Baron
Financial Director: Myra Weiner

**Home • Housewares • Hardware
Multiple-Line, Field Sales Professional:**

If you're not a member of IHRA, you
owe it to yourself to join the organization
that is your voice in the industry and the
manufacturers' resource for finding
**Well-Qualified, Performance-Committed,
Field Sales Professionals.**

For complete information and
an application, contact:



INTERNATIONAL HOUSEWARES
REPRESENTATIVES ASSOCIATION

175 N. Harbor Drive • Suite 3807
Chicago, Illinois 60601
(800) 315-7430
Fax (312) 240-1005
info@ihra.org • www.ihra.org