



All Systems Go: Energizing Our Customers' Experience

Austin, TX | Feb. 25-27



PROGRAM HIGHLIGHTS

Including descriptions of the
Keynote, General Sessions and
Breakout Sessions.



CONFERENCE SCHEDULE

View the latest schedule of the
conference program.

*Note: Updates to the schedule
will be ongoing.*



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Keynote Speaker

Stacey
Hanke

Welcome Back!

era.org

All Systems Go: Energizing Our Customers' Experience

"The 2024 ERA Conference Committee wanted a theme that would encourage and inspire new ideas and perspectives about the professional field sales role in today's world. This year's theme is all about looking at our industry through the eyes of today's customer and working together as manufacturers, distributors and representatives to optimize the value that we deliver each day. I'm very excited to explore this important topic with my colleagues and I look forward to a fantastic conference in February."

- Adam Anderson, Vice President, Norris & Associates, 2024 ERA Conference Chair

"The center of our business is our customers, and our energy should be focused on enhancing our interaction with them. The Conference's customer-focused agenda will stimulate new sales and marketing ideas through educational topics that will invigorate the inner entrepreneurial spirit."

- Jeff May, President, Logix Sales & Marketing, 2024 ERA Conference Co-Chair

Conference Program Highlights

KEYNOTE SESSION
Monday, Feb. 26,
2024
8:10 a.m. - 9:15 a.m.

Build Trust and Connection to Create Influence Monday to Monday®

Presented by Stacey Hanke – Best-Selling Author,
Communications & Influence Strategist, Hall of Fame Speaker

About the Session

In our heavily distracted and disconnected world, our ability to lead effectively, problem-solve and inspire connection is being tested every day. Communication is at the core of everything we do. Stacey's engaging and fun keynote will give you the tools to communicate in a memorable way to influence action "Monday to Monday."

In this presentation, Stacey will share how connection and consistency are critical to communicating with influence and impact. Connection is about creating a meaningful experience for your listener to influence them to take action. Consistency creates a reliable personal brand, allowing your listeners to trust that you will show up for them the same way. Together, connection and consistency create authenticity which builds trust.

Attendees will learn how to:

- Influence others even when not physically present.
- Build a consistent brand that differentiates you from the competition.
- Maintain continual growth in the ability to communicate with influence and impact.

This keynote is immediately actionable and gives structure to make sure it sticks. Stacey will help you to shift the way you communicate to ignite deeper connection and trust!

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Future Economy: Growth Opportunities

Presented by Andrew Busch, Economist, Author and Speaker

About the Session

The world is going to see more economic change in the next five years than we have seen in the last 100 years. Just as the U.S. was getting over the worst of COVID-19, Russia invaded Ukraine and China shut down ports due to the pandemic. War in the Ukraine, inflation soaring, interest rates spiking and supply chains crashing are all examples of the speed of change. But how did we get here? More importantly, where do we go from here?

Andy will provide context needed to understand the forces at work creating momentum for change in the economy and your business. AI, climate subsidies and co-bots are just a few of the extraordinary tools/spending being leveraged right now. Are you aligning yourself for what will occur? Andy literally wrote the book on large, catastrophic events and how they impact our markets, economy and world. As a futurist and economist, Andy will dive deep into exploring how innovation, policy changes and societal shifts (war) drive opportunities for clients. He will take the trends super charged by wars and the pandemic and apply them to our industry to show where money is flowing, and where opportunities are growing.

General Session
Monday, Feb. 26, 2023
11:00 a.m. – 12:00 p.m.

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Selling Across the Generations

Presented by Cam Marston, Author, Consultant, Radio/Podcast Host

About the Session

The first rule of selling remains steadfast: Know your customer. With five distinct generations playing active roles in the buying decisions of companies worldwide, that tenet is increasingly difficult to fulfill. It is no longer enough to be personable with your customer and knowledgeable about your product. Changing dynamics require changing strategies.

To succeed in today's business climate, you need to approach each buyer with an informed generational perspective — recognizing the underlying biases, values and expectations that pave the way to "yes." These biases, values and expectations impact everything from how you introduce yourself, how you communicate (both frequency of communication and channels of communication), how you develop and maintain your online impression and how you ask for the sale. Once you understand the depths of sales biases in each generation, you'll then begin to realize the opportunities for making new, deep and lasting connections with your customers. In this presentation, Cam Marston will discuss how to create fast and genuine relationships with new customers, sell to customer's expectations, build trust between generations and avoid communication pitfalls.

Attendees will learn:

- The core differences in the way each generation has learned to interact with the world around them
- How each generation searches for suppliers who will reflect their generational preferences back to them
- Their own generational preference and biases and how, by blindly following them, they may ruin sales opportunities
- Guidelines for selling to the different generations in today's marketplace
- How to identify people who do not fit into their generational profile, why they may not fit and how to proceed with them

General Session
Monday, Feb. 26, 2023
4:45 p.m. – 5:45 p.m.

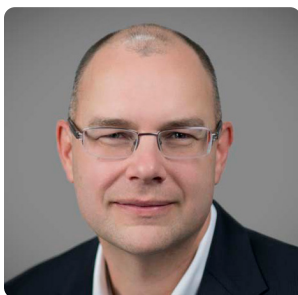
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General Session
Tuesday, Feb. 27, 2024
8:10 a.m. – 9:20 a.m.

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Creating Customer Confidence to Make the Sale

Presented by Brent Adamson, Researcher, Author, Presenter, Trainer

About the Session

In today's marketplace, a huge challenge that companies need to solve in order to increase the likelihood of closing a sale is a lack of customer confidence.

As a salesperson, you've done your job of instilling confidence in yourself and your product/service; now what you need to do is build the customer's confidence in themselves and their ability to make large-scale decisions on the behalf of their company. After years of research, Brent Adamson discovered the four significant forces that are eroding and undermining customer confidence:

Decision complexity — While any big decision has some degree of complexity, this only compounds as more and more stakeholders get involved, each with their own competing interests and metrics.

Information overload — Not only are customers being exposed to high quantities of information, but it's also high quality. This creates friction and confusion and eventually will stall the sale.

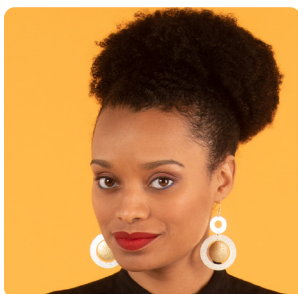
Implementation uncertainty — While this is often an after-effect of a sale, implementation uncertainty increases regret and decreases confidence, leading to more problems down the road.

Value opacity — When a value is unclear or opaque, there is generally a wide gap between the value promise and the value realized by the customer.

Adamson has figured out how to overcome these forces. The best sales teams and organizations will use the customer's lack of confidence as an opportunity to become a source of confidence creation for the customer and to build trust. When you solve what the customer is craving, you give them the ability to believe in themselves and the empowerment to make large-scale decisions for their company.

General Session
Tuesday, Feb. 27, 2024
3:45 p.m. – 5:00 p.m.

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The Future is NOW: Technology & Trends That Will Revolutionize

Presented by Crystal Washington, CSP, CPAE, Futurist and Technology Strategist

About the Session

Are you ready for what lies ahead? Stop shaking the Magic 8-Ball and get 'Crystal' clear on the future of your industry. In this high-energy session, technology futurist Crystal Washington will show you exciting, practical ways that technology will rock your world over the next ten years. Best of all, she'll deliver her discussion in PLAIN English. Hey Alexa and Siri, no need to translate!

In this session, attendees will:

- Identify buzz-worthy human behavior that impacts how organizations innovate
- Discover the top five technologies that could interrupt or revolutionize your industry
- Walk away with the ability to trigger new tactics while staying ahead of the trends

2024 ERA Conference Schedule

This schedule is subject to change. Visit the [2024 ERA Conference Schedule page](#) for updates. All times shown are CST.

Sunday, February 25, 2024

12:00 - 6:00 p.m.

Conference Registration/
Attendee Badge Pick-up

5:00 - 6:30 p.m.

Welcome Reception

Monday, February 26, 2024

7:00 - 7:50 a.m.

First-Time Attendees
Orientation

7:00 - 7:50 a.m.

Workshop: Unlock the Potential
of Your Business, presented by
Empowering Systems

Workshop: Diving into Data:
Industry DTAM and Trends,
presented by Budde Marketing
Systems

Workshop: Ask Ama Anything!
Learn about ERA Membership
Benefits, presented by ERA

Workshop: ERA Electronics
Industry Survey Results
and Outlook, presented by
Edgewater Research

8:00 - 8:10 a.m.

Conference Opening - Welcome
Remarks from Adam Anderson,
2024 ERA Conference Chair

8:10 - 9:15 a.m.

Keynote Session - Build Trust and
Connection to Create Influence
Monday to Monday®, presented
by Stacey Hanke

9:15 - 9:30 a.m.

Break

9:30 - 10:45 a.m.

Breakout Sessions (TBA)

10:45 - 11:00 a.m.

Break

11:00 a.m. - 12:00 p.m.

General Session - Future
Economy: Growth Opportunities,
presented by Andrew Busch

12:00 - 12:45 p.m.

Lunch

12:45 - 1:30 p.m.

ERA Update, Past Presidents
Recognition and Lifetime
Achievement Award, presented
by Walter Tobin, CEO of ERA

1:30 - 1:45 p.m.

Break

1:45 - 3:00 p.m.

Breakout Sessions (TBA)

3:00 - 3:15 p.m.

Break

3:15 - 4:30 p.m.

Breakout Sessions (TBA)

4:30 - 4:45 p.m.

Break

4:45 - 5:45 p.m.

General Session - Selling Across
the Generations, presented by
Cam Marston

6:45 - 7:00 p.m.

Buses depart AT&T Center for
off-site conference party

7:00 - 10:00 p.m.

Conference party, hosted
off-site at Punch Bowl Social
(*Registration required)

Tuesday, February 27, 2024

7:00 - 7:50 a.m.

Breakfast

7:00 - 7:50 a.m.

Workshop: CRM Solutions,
presented by Repfabric

Workshop: ERA Electronics
Industry Survey Results
& Outlook, presented by
Edgewater Research

Workshop: ERA NEXGEN
Meeting (*Reps are invited to
attend and observe)

8:00 - 8:10 a.m.

Opening Remarks by Adam
Anderson, CPMR, 2024 ERA
Conference Chair

8:10 - 9:20 a.m.

General Session - Creating
Customer Confidence to Make the
Sale, presented by Brent Adamson

9:20 - 9:30 a.m.

Break

9:30 - 10:45 a.m.

Breakout Sessions (TBA)

10:45 - 11:00 a.m.

Break

11:00 - 11:30 a.m.

ERA Awards Announcements

11:30 a.m. - 12:30 p.m.

Lunch

12:30 - 12:45 p.m.

Break

12:45 - 2:00 p.m.

Breakout Sessions (TBA)

2:00 - 2:15 p.m.

Break

2:15 - 3:30 p.m.

Breakout Sessions (TBA)

3:30 - 3:45 p.m.

Break

3:45 - 5:00 p.m.

General Session - The Future is
NOW: Technology & Trends that
will Revolutionize, presented by
Crystal Washington, CSP, CPAE

5:00 p.m.

Conference adjourns

Breakout Sessions

Pre-registration for the breakout sessions will open late January!

View [Breakout Sessions](#) page for more details and speaker information.

- Artificial Intelligence: Real-World Applications for Field Sales
- Embrace It: Artificial Intelligence and Your Future
- Engineers of Today vs. 5 years ago: Are They Getting What They Need from Us?
- How the Digitalization of Product Information Accelerates Customer Engagement
- More Than a Salesperson: Developing a Memorable, Trusted Personal Brand
- Reach More, Engage Deeper: Digital Tools That Can Amplify Your Tried-and-True Marketing Tactics
- Rep 2.0: Future-Proofing Your Manufacturers' Rep Business
- Strategies for Manufacturers' Reps on Negotiating Better Contracts with Manufacturers
- Succession Planning: Strategies for Successfully Passing Down Key Knowledge, Skills and Abilities
- Technology Swap Shop: Digital Efficiencies to Help Your Team & Your Customers
- The Kids Are Alright: The Art of Hiring, Training and Retaining Zillennials (Gen Z +Millennial = Zillennial)
- The Evolution of Field Sales: Where Are We Headed?
- The Eye of the Beholder: How do Customers View Salespeople?
- Understanding Cybersecurity Threats & How to Protect Your Company
- Unleashing the Power of Data: Best Strategies for Effective Data Sharing and Collaboration in Today's Electronics Industry

ERA Conference Volunteers

ERA extends its deepest gratitude to these dedicated volunteers who generously volunteer their time to serve on the 2024 Conference Committee and Sub-Committees. Their tireless efforts help make this conference possible!

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