

## Sa1esWise™

# How to manage smart rep firm salespeople

By: Nicki Weiss  
*Certified Professional Sales Management Coach  
 and Master Trainer*



The other day a friend of mine recounted the woes of dealing with her unsupportive, ineffectual and insensitive rep firm's sales manager. After a few forlorn stories, she asked, "Did I do something in this or a previous lifetime to deserve this?"

I didn't know what to say, other than no one deserves to have a bad manager, and certainly not this friend who is bright, hardworking and fun. However, unfortunately, she is not alone. Many managers don't quite rise to the challenge.

It's often not their fault; sometimes they just haven't had a good manager as a role-model. Then again, sometimes rep firm sales managers just focus on the wrong things.

More than anything else, smart manufacturers' rep salespeople want to be in environments where their talents are appreciated and developed. Successful managers cultivate that kind of environment in every interaction with each person. Every phone call, e-mail and meeting clarifies how an individual's talents contribute to the team's goals.

### Ask what your salespeople need to kick a\*\*

Each of your salespeople knows what he/she needs from you to help them rise to their potential. Listen to them; then do as you are told.

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## From one rep firm to another: the benefits of CPMR

by Meghan Peake, *The Barrington Rep Group*

**A**llow me to introduce myself. My name is Meghan Peake and I am an officer of the Barrington Rep Group Inc. **Donna Peake**, whom you may know as a former President of the IHRA, is the owner/president of our organization and I'm proud to say she's also my mother. Working in a family business has its challenges but after a great deal of hard work and compromise we have formed a strong partnership and are looking toward the future expansion of our firm.

We are a rep firm that works closely with big box retailers in order to form a synergistic team between our customers and principals. We have created a successful formula but there is always room for improvement and with that in mind I am happy to say I have completed my first year of CPMR courses, passed the 101 exam and I am looking forward to incorporating the information I have learned into the future success of The Barrington Rep Group.

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I have been asked to share my experience as a first year CPMR student and I am

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## Weiss (continued from page 1)

Asking them what they need from you is an enormous act of respect. You are inviting them to step up and become fully invested in their work. If they say that they don't need anything, then they're making a clear statement that they only have themselves to blame if they're not performing at the top of their game.

### Make your people visible

Stars need to shine. Rep firm sales managers have some visibility in the larger organization and can champion the accomplishments of their people. When you highlight individual achievements, you earn the trust of your people, and they will repay you many times over for that gift.

In the "unspeakable acts" department, there is never a reason to take credit for the work of another. This action only poisons your own well. If there is ever ambiguity around who came up with what idea or who is responsible for some achievement, yield in favor of the salesperson.

### Stop obsessing over the close

"Always be closing" may be a well-worn cliché among manufacturers' reps, but it should be banished from the lexicon of rep firm sales managers. The beginning and the middle of the sales process are just as important as the end. Sit down regularly with your people to check their progress, coach, role-play difficult calls, and help them strategize.

### Raise the energy level

Enthusiasm begets enthusiasm. Hustle begets hustle, and so on. When salespeople go too long without stimulation, their edge dulls. Keep their energy up by deliberately coaching them to include situations, people and groups who challenge and, frankly, scare them. Personally, my energy level skyrockets when I work with a big group of entrepreneurs or take a new course.

### Brand your team and each player

While branding can mean a lot of things, such as a great logo, coherent message or razor-sharp materials, to me, a brand reflects character. Authentic branding can give your people an extraordinary competitive edge. They have nailed their brand when customers know what they stand for and trust they will deliver. What is Nicki's character ... behind her promise? Why would I want to buy from Michael? What does Joanne do that contributes to the larger world?

Good rep sales managers spend significant time helping each salesperson, and the team as a whole, articulate their brand. If your people gather as a team, ask them to describe their colleagues' strengths. Encourage them to notice how they behave when they get their brand "right." As my father used to say, "It is easy to notice a fly on someone else and hard to see an elephant on yourself."

### Develop yourself

Directing a rep firm sales team is not the same thing as selling. Nor is it like overseeing manufacturing or running an entire company. Sales management requires a very specific skill set.

You need to know how to coach, develop and motivate, as well as how to hire and fire salespeople. You also need skill in organizing sales territories, setting appropriate quotas and drafting a compensation plan that rewards sales and meshes with your firm's overall strategy.

Most rep firm sales managers learn on the job, a process that can take years and incur invisible costs, namely lost revenue and disgruntled staff. Take seminars specifically about sales management and coaching, or, at the very least, pick up a book or two on the subject.

**Talk Back:** I'd love to hear your ideas for managing smart manufacturers' rep salespeople.

*Nicki Weiss is an internationally recognized Certified Professional Sales Management Coach, Master Trainer and workshop leader. Since 1992, Nicki has trained, certified, and/or coached more than 6,000 business executives, manufacturers' reps, corporate sales executives, small to medium size entrepreneurial business leaders, and sales teams of all shapes and sizes. Nicki guarantees increased sales performance when rep firm sales managers become better sales coaches and all rep personnel become more customer focused. For powerful tips and techniques, sign up for her FREE monthly e-zine, SalesWise™, at [www.saleswise.ca](http://www.saleswise.ca) You can call Nicki at 416-778-4145 or send e-mail to: nicki@saleswise.ca.*

## Peake (continued from page 1)

happy to be able to say that it truly was an excellent experience. There are incredible benefits awaiting you by participating in this rewarding week of continuing education. The networking opportunities are incredible and the knowledge gained from fellow classmates is invaluable. I believe I have made long standing relationships with many of the people I've met in the last week and I hope that going forward more people from our industry partake in this wonderful program.

I will warn you that there is a lot of information to be digested but in my opinion it is well worth it. We were coached on improving our product presentation format, understanding the changing culture of the workplace today and what we can do to work with those changes. We learned tips on how to market the value of our firm to our customers and principals as well as strategies for understanding our position in the market and how to quantify the value of our firm within that equation. We had interactive discussion regarding problem solving and our roles as reps as well as sharing concerns and suggestions for future success. We were given access to extremely helpful material as well as the instruction of talented and knowledgeable professors who not only made the process informative and entertaining but have extended us the opportunity to contact them with questions going forward. These added incentives only reinforce the attributes this program has to offer its participants.

I hope that in the future we will see many more participants from our industry. The value of this program will grow exponentially with more participants and the education reps from various backgrounds will bring can help all of us move forward and achieve our goals. I have nothing but positive reflections and an energized spirit looking forward to the possibilities ahead and the next two years offering further growth personally and professionally. I hope to see many more of you come next January!

## IHRA Member earns CPMR

**Jacob Bang-Knudsen of Bang-Knudsen, Inc. Seattle**, has earned the designation Certified Professional Manufacturers Representative (CPMR), as a result of successfully completing a three-year executive education program. Bang-Knudsen is one of over 1,600 professional sales people across the United States to have earned CPMR certification.

The designation denotes a level of education and commitment beyond the ordinary, according to Dr. Daniel McQuiston, PhD., CSP Director of Education for the Manufacturers' Representatives Educational Research Foundation (MRERF) located in Arvada Co.

The CPMR program was created especially for manufacturers' representatives after nearly a decade of research and development, with the cooperation of a variety of representative's trade groups. To become a CPMR, «Last\_Name» attended three annual sessions of on-campus classes at Arizona State University totaling 24 classroom hours each year. also passed a rigorous examination at the conclusion of each year's classes.



"The CPMR training program creates a uniform understanding of the issues important to the development and success of a representative firm," said McQuiston. "By completing the training, each candidate is making a long-term individual commitment that increases their own professionalism as well as raises the standards within the sales profession throughout all industries."

Manufacturers' representatives are independent entrepreneurs who sell the products of several manufacturers in a given territory. By outsourcing the field sales function, manufacturers pay only for results and typically gain more expertise and continuity of coverage than a direct sales force would provide. "Reps are the very best in the sales profession," McQuiston states, "and those certified with CPMR recognition are the elite among reps."

*Note: Bang-Knudsen and Steve Grossman are IHRA's two (2) CPMRs.*



## **- REPRESENTATIVES & MANUFACTURERS -**



## **Sign up - NOW - for IHRA's Must-Be-At Annual Breakfast & Program**

... the 2nd day of the International Home + Housewares Show at McCormick Place . . .

**FREE to IHRA Members (\$15 for non-members)**

**Monday, March 23, 2009 • 7:00 - 8:30 AM • Room S101B • Lobby Level • South Building**

**The Program is fine-tuned to the current conditions of the industry and is sure to be a “home run”:**

Leading off: **Perry Reynolds of IHA** with his annual "welcome" and special highlights of the Show.

Batting second: **Peter Giannetti, Editor-In-Chief, HomeWorld Business.** Peter will give his perspective of our industry; where we are and where we're heading.

Third up: **Bryan Shirley, President of MANA** (world's largest rep and manufacturer association). Bryan will provide an overview of the opportunities the current economy provides for reps. His presentation will be a real "heart-starter and mind-stretcher."

A Question & Answer opportunity will follow the presentations

And batting clean-up: After all the presentations, ***Gerry Newman and partners*** (our legal counsel) will be available for no-charge, one-on-ones to discuss any legal questions members might have.

**The program promises to be most enlightening and important for multiple-line, field sales professionals AND their manufacturers - AND - Your Chance to Meet & Greet Old Friends and . . . Network, Network, Network!**

**Space is limited. Admission by reservation. To reserve, complete the following and mail or fax back to: 847.607.8559**

Please reserve                    seats (Continental Breakfast included)                     We are IHRA members                    Cost: No Charge

We are not IHRA members      Cost: \$15 per person      Total

## Company

eMail: [info@kunstverein-nord.de](mailto:info@kunstverein-nord.de)

## **Names of Attendees**

**Non-members should send check to IHRA, 1755 Lake Cook Rd • Suite 118 • Highland Park IL 60035 - or - charge to:**

AMEX:  MC  VISA Exp. Date: Card #:

# **It's Show Time! Timely Tips To Make Your Attendance More Profitable.**

## **Trade Shows — Cost? Value? . . . By Dr. Revenue®, John Haskell, Marketing Consultant**

Does your firm have a trade show strategy? Do you know right now what shows you are going to during the next 12-18 months? and why? Do you know what you want to do at a show before you get there? Do you have specific goals that have to be accomplished at the show?

### **STRATEGY FOR A SHOW -- A WAR GAME**

Before setting out for the show you and your troops can organize each day of the show. Agree to meet each morning and evening to review what each accomplished that day. Divide up the show floor and key prospects. Work the show for existing principals, but also for yourself--new lines are the life blood of your firm.

### **PRINCIPALMANSHIP AT A SHOW**

New lines may not be your most important objective at a show. You may want to try to improve communications with a key principal. Deciding in advance what you want to do can lead to development of planned appointments with key people from the manufacturer, review of problems, action plans for your territory, plans with a major customer or other vital activities. You may want to get to know a key executive of a principal, or learn more about certain products in their line. These elements should be a key part of your trade show strategy.

### **LOOK SHARP AT ALL TIMES**

Dropping your guard at a show can be very costly. Remember that the walls have ears. Don't say anything in the hotel bar, elevator, or around the convention hall unless you are sure no one is listening. Many a slip has cost a Rep a line or worse — an opportunity to get a new line. Trade shows properly worked are a real value for you--it is a time to build your business now and for the future, but only if you plan.

## **Your trade show refresher course , , , by Laurence Kaufman, Chairman, Kaufman Ryan Stral, Inc., Marketing Communications**

I was recently invited to update the trade show chapter for the soon-to-be-published MRERF Rep Operations Manual. In reading the "old stuff," I marveled at how much has changed in the trade show world in the past 15 years. Now, a few weeks before the Housewares Show, it might be a good time to review some of those changes.

- Shows are smaller. In fact, a recent article in Fortune magazine suggested that the "Big Show" is dead. Note, however, that you shouldn't judge a show by its size, but by how many people who matter to you will be there.
- Shows are more businesslike. People don't come primarily to party. The typical trade show attendee comes with a specific agenda of problems s/he needs to solve or people s/he needs to see. If your customer is coming to the show, you need to make sure that your principals are on the customer's agenda.
- As more women enter the industry, it's not only bad taste but bad business to clamor for attention by staffing booths with scantily clad showgirls giving away souvenirs. Today's shows are not about key chains, they are about the supply chain. And the supply chain is gender neutral.
- People pass out less literature - they've figured out that very little actually makes it back to the prospect's office. Get the business card or the badge imprint and qualify the need before you send (or take) the necessary data to the prospect. And give them your Web site address. If they don't bother to visit your site, they're probably not going to buy your product.

One of the rep's jobs at the trade show is to scout for lines. Before the show, line up appointments with prospective principals. Nowadays, you can have your generic presentation available in your laptop, but you should still have hard copies of your resume or brochure as a presentation leave-behind.

Two things have not changed in the trade show world. The trade show still provides an ideal opportunity to sell yourself to potential principals - and to reinforce your relationship with existing principals. In a consolidating, merging and globalizing world, there's truth in the old line, "If my boss calls, get his name." Be prepared to show that credentials presentation you have in your laptop to the new people at your existing lines — junior as well as senior. Remind them of all the things you do to sell their products and make their lives easier.

The other thing that has not changed is the need to evaluate trade show results (although today we all put more pressure on ourselves for accountability than ever before). Was it a good show? Was it a bad show? Trade shows, more than any other medium, seem to be evaluated more from the gut than from the brain, and tend to be judged more on the basis of traffic than of actual results. Define your measures of success before you decide to go to the show. Only then can you know if the show was successful. Additionally, if you know specifically what you want to accomplish, you're more likely to accomplish it.

What are some measures you can use to evaluate the success of a trade show? Conversations that lead to you collecting business cards is one measure (especially if you decided beforehand how many business cards would satisfy you). If your goal was to introduce 10 customers to a particular principal at the show, and you actually introduced 12, then the show was a success. If your goal was to write a certain number of orders, or write X dollars worth of business, and you did, then the show was a success. But if you wait until after the show to say, "I only wrote X amount of orders," you don't really know if that was good or bad, and you're working by emotion, not intellect. Other possible measures include how many presentations you made to prospective principals; how many leads you generated; or how much you learned about entering a new market.

Trade shows can be a highly cost effective marketing method, but you won't know unless you measure them against a plan. And with all the changes in the business environment, the general plan you've operated by for the past decade is probably outmoded.

## Here's a continuing feature in IHRA's REPorter newsletter: "Tech Bits"

Gregg Marshall, CPMR, CSP



### Tech Bit 5

#### Free Conference Call Options

Need to set up a conference call and can't even figure out how to add a third person to a call, much less have 10 people on the same call?

Don't want to pay monthly fees and/or 10+ cents a minute for conference calls?

There are free alternatives. One I've been using for several years is <http://www.freeconferencecall.com>.

You go to their web site and register for a free account. They send you an email with a call-in telephone number and a conference call code.

You email those to the group you want to talk to with the date and time. Everyone dials the telephone number and at the prompt enters the conference call code. Voila, everyone is on a conference call.

And you can even record the call (for free).

Where's the catch? The telephone number everyone calls is a toll number (e.g. a long distance call). I've only had one person notice/care. Most people have unlimited long distance or pay less than 3 cents a minute, so it really isn't that much a cost.

You can't beat the price, or the ease of use.

Gregg Marshall, CPMR, CSP, is a speaker, author and consultant. He can be reached by e-mail at [gmarshall@repconnection.com](mailto:gmarshall@repconnection.com), or visit his website at <http://www.repconnection.com>.

### Tech Bit 6

#### Set Up Meetings Without So Many Emails

So you need to have a meeting or conference call with 10 people.

The emails start. Who is available when? Is this option or the other better for most people? If everyone is hitting reply all, then hundreds of emails could be generated.

What a pain!

There are web based alternatives (<http://www.setameeting.com> or <http://whenisgood.net/>).

You log in, set the parameters of options for when to meet, and the email addresses of who is attending. They get an email with a link to a custom preference page. They give their preferences, the website keeps track of the "votes." When everyone is done (or as many as you want), you take the best option and send out the invite.

So is next Tuesday at 9 am good for you?

### Tech Bit 7

#### Share Your Desktop During Conference Calls

How many conference calls have you been on where the discussion is so off topic the most productive use of your time is playing solitaire?

Having done conference calls for 20 years and webinars the last 4 or 5, I can say that the visual prompting of the webinar improves attention.

The last couple of years we've done a number of conference calls using Netspoke, which allowed the call leader to share his desktop with everyone via the web (still using standard conference calling for audio).

The difference is amazing. Just putting the agenda on the screen, and taking notes into the agenda Word document, makes those conference calls twice as effective.

My problem with Netspoke is it is relatively pricey. Especially if you only want to use it occasionally.

An alternative is Vyew (<http://www.vyew.com>). It's free (with a small ad in the upper right corner) or very inexpensive.

It is a bit more complex for attendees to log in (you have to make sure you have flash and java installed in your web browser).

It appears to be more stable for Mac users.

Did I mention it's free?

Pay attention!

Gregg Marshall, CPMR, CSP, is a speaker, author and consultant. He can be reached by e-mail at [gmarshall@repconnection.com](mailto:gmarshall@repconnection.com), or visit his website at <http://www.repconnection.com>.

**YES! IHRA will have a block of rooms, at the Swissôtel Chicago,  
for the 2009 International Home & Housewares Show!**

(Show dates are Sunday, March 22 - Tuesday, March 24)



**Swissôtel Chicago** directly overlooks many of the city's most famous landmarks.

Nearby attractions include:

The Magnificent Mile  
Millennium Park  
Grant Park  
The Art Institute of Chicago  
John Hancock Observatory  
Navy Pier  
Chicago Shakespeare Theater  
State Street Shopping  
The Water Tower  
Lyric Opera House  
Sears Tower  
The Field Museum  
Shedd Aquarium  
Adler Planetarium

**Swissôtel Chicago**

323 E. Wacker Drive  
Chicago IL 60601

**Nightly Room Rates:  
(All rates plus applicable taxes)**

Single: \$175; Double: \$185

**For reservations,  
call the Travel Desk toll-free:**

**(800) 752-1052**

**International Callers:  
312-527-7294**

Say you would like to book a room  
from the  
“IHRA room block”

## Opportunities to make you and your staff better at what you do for a living

One of the most important challenges of IHRA's mission is providing educational opportunities for our members and their staffs that make them better at what they do as multiple-line, field sales professionals. We will keep you posted on these opportunities and encourage participation whenever and wherever possible.

IHRA and more than 30 other representative associations support the **Manufacturers' Representatives Educational Research Foundation (MRERF)**, a charitable, education foundation.

The Foundation is dedicated to:

- \* Raising awareness of the independent multiple-line selling organization
- \* Providing professional education for the representative community
- \* Funding research concerning the representative function of business
- \* Providing information on the value of the function to the marketplace

The MRERF Education Program provides educational opportunities through certification, sales training, and continuing education programs. The Foundation also prepares educational materials, and publishes resource material and periodic reports concerning the representative function. All information generated by MRERF is available to both the academic and business communities.

MRERF's educational subsidiary, the Institute for Professional Advancement (IPA), is the credentialing organization for all designations. Their education programs have two distinct, yet synergistic, focus areas: Consultative Selling and Rep Firm Management. Program graduates receive the Certified Professional Manufacturers Representative (CPMR) or Certified Sales Professional (CSP) designation. Their research spotlights understanding and improving the representative function.

**Certified Professional Manufacturers Representative (CPMR)** is for anyone providing outsourced sales functions to manufacturers, regardless of industry. It is a professional designation earned by an individual, not a firm.

The CPMR program is executive education for firm owners and managers. Participants invest one week annually for three years on campus at Arizona State University. Attendees gain knowledge and insight into operating a business more effectively and profitably.

During the three years of CPMR programming, designation participants create an international network of colleagues with a common body of knowledge and mutual ethical standards. Reaching beyond a single industry and across the profession, the CPMR designation identifies individuals that are committed to being on the leading edge.

Calendar for CPMR

### CPMR 2010: January 9-14

Be ready for five days of intense instruction, interaction and reflection. You will return to the office with a To-Do List chock full of ideas for improving your business.

Tuition is \$1,345 for IHRA members and \$1,845.00 for non-members. This includes classroom instruction, final exam, course and study materials, coffee breaks, and one programmed reception and meal. Not included are lodging, meals except as noted, or transportation.

All classes are held at Arizona State University in Tempe, AZ. After you apply, you will be mailed an information packet including hotel information.

Arrive in Phoenix Saturday for evening check in. Depart Thursday after the written exam. Exam begins at 8am, and takes up to four hours.

**The Certified Sales Professional (CSP)** program gives a thorough understanding of consultative selling. From business creation to improved time and territory management; goal-setting to prospecting, and everything in between, attendees return to the territory with a renewed enthusiasm for selling.

Regardless of industry or place in the sales channel, you want CSP. Anyone calling on customers will find great value in the program. Three days of instruction, interaction and role-play will energize you and increase productivity and profitability.

As a sales professional, you are faced with knowledgeable, demanding buyers. Buyers expect a salesperson to be well-informed, able to demonstrate expertise in their products, and show professionalism. CSP graduates do just that.

A salesperson needs to provide value – not only in the products and services they are selling, but in the relationships they have established.

### Upcoming CSP Sessions in 2009:

March 3 - 6	Philadelphia, PA
April 14 - 17	Phoenix, AZ
May 12 - 15	Denver, CO
June 9 - 12	Minneapolis, MN
September 15 - 18	Raleigh, NC
October 6 - 9	Chicago, IL
October 27 - 30	St. Louis, MO

Tuition is \$1,395 for IHRA members. Fee includes program, all teaching materials, certification registration including oral exam, lunch and certificate of course completion. Classes run Tuesday through Thursday, 8:00am to 5:00pm, with breaks and lunch. These classes fill up fast. Reserve space, NOW!

Complete information about MRERF Programs - including "Managing Your Manufacturers Representatives Network (MMRN)" . . . a program specifically designed for manufacturers who utilize, or want to utilize field sales professionals to bring their products and programs to market . . . available at: [www.mrerf.org](http://www.mrerf.org)

# Manufacturers Seeking IHRA Field Sales Professionals

**Products:** SEE OUR NEW PRODUCT - "BETTER BAKER": [www.cookschoice.com](http://www.cookschoice.com)

New patent pending products and more coming... available in shippers, tray packs, open stock. "The Breader Bowl & Onion Blossom Maker Set," and "Better Breaders," "Sittin' Chickens," "Sittin' Turkeys." Please call for any information.

## COOK'S CHOICE

525 N. International Parkway, Suite 605  
Richardson, TX 75081  
(972) 644-5553 Fax: (972) 644-4201

**Contact:** Greg Broom, President  
[greg@cookschoice.com](mailto:greg@cookschoice.com)

**Territories:** USA and Canada; by account specific

**Commission Rate:** 5%      **Years in Business:** 15

**Currently doing business:** Through reps with Bed, Bath & Beyond, Linens 'N Things, Dillards, Kitchen Collection, Tractor Supply, and more.

**Products:** - Branded "Dignity" Health Care Ware, "Eating Out at Home" Brand Exclusive, Ceramic Knives, "Masala" Licensed Mortar & Pestle, Gurgling Cob Pitchers, Kitchen Storage Canisters

## WADE CERAMICS LTD

1405 Route 18 #200  
Old Bridge NJ 08857  
(520) 270-1561 • Fax: (760) 729-5499

At the Housewares Show, Booth S1370

**Contact:** Dick Pruett, Director, North America  
[dpruettmsn@msn.com](mailto:dpruettmsn@msn.com)

**Territories:** Ohio, Atlanta-Southeast, Chicago Region, Michigan, Arizona, Kansas City, Indiana

**Commission Rate:** 20%      **Years in Business:** 100

**Gross Sales:** \$100,000,000 worldwide

**Currently doing business:** Gourmet/Housewares, WEB Accounts, Some Big Box

**Seeking Sales Through:** Same as above, Big Box, Healthcare Retirement, On Line Retail

**Products:** - Clean Cuts Cutting Boards with Floor Display - Counter Cover Food Preparation Area Protection & Wrap

## SAMPLE AMERICA ENTERPRISES

119 Braintree Street  
Boston MA 02134  
(800) 979-1469

**Contact:** David Hartman, Retail Products Division  
**eMail:** [dave@sampleamerica.com](mailto:dave@sampleamerica.com)

**Territories:** Seeking sales representative(s) in Southeast, Midwest and West Territories

**Commission Rate:** 10%      **Years in Business:** 3

**Gross Sales:** \$6,000,000 - \$7,000,000 this year

**Currently doing business:** in Supermarkets (Pathmark and A&P)

**Seeking Sales Through:** Supermarkets, Specialty Retailers and Mass Merchandisers. Looking for specific channels in large chain supermarkets (Kroger, Publix, Winn Dixie) and sporting good chains (Dick's Sporting Goods, Bass Pro Shops) and camping stores (REI).

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

### Instant HOT Lines . . .

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

Call IHRA at (800) 315-7430  
eMail: [info@ihra.org](mailto:info@ihra.org)  
[www.ihra.org](http://www.ihra.org)

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Call IHRA at (800) 315-7430  
eMail: [info@ihra.org](mailto:info@ihra.org)  
[www.ihra.org](http://www.ihra.org)

**Manufacturers: Contact These Performance-Proven, Multiple-Line, Field Sales Professionals  
to learn how they can profitably bring your products and programs to market.**

**AMERICONSULT**  
& International Trade, Inc.

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Princeton, NJ 08542, USA  
Phone: (917) 592-5498  
Italian Cellphone: +39-335-708-0483  
Skype Phone: mavericknyusa

[MaverickNYUSA@aol.com](mailto:MaverickNYUSA@aol.com)

Since 1986 specializing in the Sales Promotion of Housewares (cookware, small appliances) Home Complements (bath & kitchen furniture, faucets) and Gourmet Foods Sales.

Also assisting manufacturers in the establishment of their company in the United States with local domicile and all related logistics.

*Fluency in English, Italian, French*

**the  
northeast  
group  
inc.**

*Specializing in  
Housewares, Homestore  
&  
Hardware Industries  
Since 1973*

*Representing Manufacturers in  
the Six New England States  
&  
Upstate New York*

51 Morgan Drive, Suite 13, Norwood, MA 02062  
781-352-1400 phone; 781-352-1450 fax  
[www.northeastgroup.com](http://www.northeastgroup.com)

# Bang-Knudsen

Representing gourmet housewares to leading retailers in the Pacific Northwest for over three decades.  
*We know the territory.*

Permanent showroom:  
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[www.bang-knudsen.com](http://www.bang-knudsen.com)

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## 2009 CALENDAR OF EVENTS

### March

8 - 11  
Montreal Gift Show  
Montreal

14 - 16  
Atlanta Spring Gift, Home Furnishings & Holiday  
Market  
Atlanta GA

15 - 17  
L.A. Mart Gift & Home Market  
Los Angeles, CA 90007

18 - 22  
Hearth, Patio & Barbecue Show  
Reno NV

22 - 24  
**International Home + Housewares Show**  
**Chicago IL**

23  
**IHRA Annual Membership Breakfast & Program**  
**7 - 8:30 AM**  
**McCormick Place**  
**Chicago IL**

28 - 31  
Boston Gift Show  
Boston MA

**April**  
21 - 24  
New York Tabletop Market  
New York, NY

25 - 30  
International Home Furnishings Market  
High Point, NC

### May

5 - 7  
National Hardware Show/Homewares Show  
Las Vegas NV

29 - June 2  
General Merchandise Marketing Conference  
Orlando FL

### June

25 - 29  
Dallas International Lighting Market  
Dallas TX

28 - July 1  
NACDS Marketplace  
San Diego CA

### July

8 - 10  
Gourmet Housewares Show  
San Francisco CA

### September

14 - 17  
Las Vegas Market  
Las Vegas NV

### October

13 - 16  
New York Tabletop Market  
New York NY

14 - 17  
Las Vegas Furniture Market  
Las Vegas NV

17 - 22  
International Home Furnishings Market  
High Point NC

**IHRA**  
in our 15th year

**international**  
home+housewares  
**show 2009**

Sunday - Tuesday March 22 - 24  
McCormick Place, Chicago, Illinois



May 5 - 7, 2009  
Las Vegas Convention Center  
Las Vegas, Nevada



August 8 - 10, 2009  
Moscone Convention Center  
San Francisco, California

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