

The no-money-down marketing plan: Six ways to improve your marketshare without spending a penny



by John Haskell, a.k.a Dr Revenue

The economy is nothing short of “lousy.” Business is really tough. Customers are canceling events. A local party and event rental company asked its team what they could do to create an adequate amount of revenue to survive the recession.

The group had the benefit of being together for a number of years. They wrote up a marketing and sales plan every year for the last three years. They also recognized planning is the launching pad for success. Without a plan, they would not have any chance to survive. Together, they came up with a strategy to attack new markets and meet new people. The CEO increased his involvement with the sales team and with customers. The results were immediate. After making a three-hour trip to a military base, the CEO closed a big deal because the sergeant in charge of the event was so impressed the owner came to see him.

As your organization braces itself for tough times, how can it can it boost revenue without breaking the budget? Here are some steps to building your own no-money-down marketing plan.

1. Write a revised marketing plan and execute it.

Assuming you have a plan in the first place, go back and review every element to see how it fits into the current environment.

If you don't have a plan in place, move fast to create one.

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How to build a Gung Ho sales organization

by Nicki Weiss, *Certified Professional Sales Management Coach
and Master Trainer*

Last fall, I received a call from Mike Kirsche, who told me a fascinating story about how the CEO and president of his company, Michael R. Hecomovich, along with a group of 10 executives, created and built a high performance global sales and marketing organization that has close to zero percent turnover every year and where salespeople (called team members) consistently meet or surpass targets.

Hecomovich founded Global Marketing Services (GMS) in 1998 in response to a request from IBM, which was searching for an outsourcing partner to handle U.S. and European sales and marketing for its printer supplies products. GMS now has 28 employees throughout North America and Europe who operate virtually, only meeting face-to-face as a global team once a year.

From the beginning, Hecomovich envisioned the company would operate on the principles of teamwork, cooperation, collaboration and servant leadership. About a year into the business, he attended a meeting where management guru Ken Blanchard spoke about his book Gung Ho! The concepts in the book gave lan-

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2. Uncover your opportunities.

Do you have certain products that stand out? Do you have particular financial strength so you can help your customers through hard times? Do you have other services can you offer? What other competitive strengths do you have?

The starting point for all business planning is “opportunities.” What opportunities still exist in the market for your company? Check out your key competitors who are weak and whose customers may be feeling uncertainty or doubt. The word gets out during bad times. You don’t want to bad-mouth anyone, but you can certainly point to the solidity of your company, your long history, your repeat customers, etc. Sowing the seeds of doubt about competition’s ability to deliver, to service, to respond is part of the competitive world.

3. Develop new terms and conditions for doing business.

Now is the time to look at ways to exploit your opportunities with new thinking. For example, your customer may not have the money for inventory, but you know they can sell much more if they have goods in their stores.

What can you do? One answer that may work to your advantage is “consignment.” By putting goods in your customer’s stores without asking for payment, you make it possible for them to sell more of your product. You may be able to force the customer to drop competitive merchandise in return for this major support. Work out terms and conditions to protect your investment and make it profitable for you.

4. Don’t accept “no,” “We never did it before” and the big one, “Our systems won’t allow it.”

If you let the finance people or the “naysayers” stand in your way, you will not succeed. Just because you have never done it before doesn’t mean it won’t work. Systems are there to serve the company – not prevent progress. There is always someone who can figure out how to make a program work within the confines of IT or other systems. As a leader, you cannot allow “no” or other objections to stand in the way of a program that has great upside potential. These are times when leaders must be bold.

5. Promote your company’s major skills.

Your company does certain things very well. Is your technology particularly good? Are you great promoters? Do your people relate to customers especially well? Look at your company very honestly and figure out the one or two things you do best. Then promote these to your customers and to your own people constantly.

You may not be perfect, but if you are better than competition, promote it! If you have skills that make a difference for customers – promote it! If you are universally loved by customers – promote it!!

6. Go back to lost customers.

When business was good, losing a customer may not have seemed important. Now that the market is significantly smaller, the customers who have survived are much more important.

All it may take is a simple “we are sorry” ... sometimes it may take much more. You must do whatever it takes to see those past customers who are not buying, and find ways to win them back.

Price will be important, but it is not the only thing. There are other valuable tools you can bring to the table. Start by asking every salesperson to name the one potentially significant customer who used to buy, but now isn’t. Then work with the salesperson to figure out a tactical plan to get business back from that customer. If you do get some business from them, be sure your company handles it perfectly. Then go back and get more!

This No Money Down Marketing Plan is the starting point for survival in these difficult times. Get going now so you can put these tactics to work to help your company increase its marketshare now.

ABOUT THE AUTHOR

John Haskell, aka Dr. Revenue®, is a professional speaker, seminar leader, marketing and sales consultant, and author of “Profit Rx.” As a former CEO/COO of divisions of Fortune 500 companies and as president of The Professional Marketing Group, Inc., he consistently demonstrates the value of written marketing and sales planning. He helps his clients write and implement marketing and sales plans, and his “Dr. Revenue Marketing and Sales Clinics” result in immediate sales and marketing focus. For more information, visit www.drrevenue.com or e-mail drevenue@drrevenue.com.

Weiss (continued from page 1)

guage and structure to what he and his executives were doing, and so was born the simple-to-understand-but-hard-to-sustain GMS formal emphasis of its Gung Ho culture.

“Gung Ho” is a Chinese word for working together. It describes boundless energy, enthusiasm and dedication to a task to achieve results. Blanchard’s book is packed with invaluable information as well as a fascinating and compelling story.

The three Gung Ho management principles are presented as an allegory: a retelling of an organizational turnaround based on three Native American lessons. In *The Spirit of the Squirrel*, the lesson is the power of shared values and seeing work as important and worthwhile. In *The Way of the Beaver*, the lesson is accomplishment through an extraordinary level of self-motivation, empowerment and self-discipline. In *The Gift of the Goose*, the lesson is the recognition and cheering on of others.

Implementing these principles in your manufacturers’ rep firm is not a one-time event. For continued success, a company has to constantly focus on and continually renew its commitment to them. Kirsche, executive vice-president of business development and leadership at GMS, is responsible for seeing that all GMS team members retain their passion for their extraordinary Gung Ho culture.

Here are some of the secrets GMS uses to pay attention to and reward success.

Implement a high-profile recognition program that focuses on attitudes and behaviors.

GMS created three awards to honor individuals who exemplify one, two or all three of the Gung Ho principles. Peers nominate team members, and a review committee makes the final decisions. The awards are given at the annual January meeting and are presented by the nominating team member.

The Spirit of the Squirrel Award goes to individuals who behave in ways that show they understand how their important and worthwhile work benefits other team members, clients and channel partners.

The Way of the Beaver Award recognizes individuals who have an incredible sense of independence and personal responsibility and use these characteristics effectively within a team setting. Beavers don’t achieve engineering marvels because some other beaver orders them to do so; they are empowered to use their own best judgment.

The Gift of the Goose Award is presented to an individual who exhibits exceptional compassion, humility and commitment to support the team. Members go out of their way to acknowledge, encourage and cheer others on.

One final award, The Order Of Gung Ho, is bestowed upon team members who have received all three awards and who have sustained their performance for the two years following their most recent award.

Have a yearly theme with weekly activities.

One recent GMS theme was “Gung Ho, Friends!” GMS executives establish 12 monthly focus topics based on principles and concepts developed in Blanchard’s book, and each week one member of the team circulates an e-mail with his or her thoughts on the monthly topic. It might be a relevant text or quote, a book or movie recommendation, or a personal observation or experience. Examples of monthly focus topics are:

Values guide all decisions, plans and actions;

Able but challenged;

Freedom to do the work;

Valuing individuals as persons;

Empowering others; and

Character, integrity and selflessness.

Communicate constantly

At GMS, team members talk daily. There are several regional meetings a year and one annual meeting for everyone in the company. Teams also use conference calls to talk with each other, their clients and channel partners frequently each month, and they may also travel together to call on clients.

The results

Turnover at GMS is virtually zero percent (and has been since the company opened its doors in 1998). All team members are high performers who consistently meet or exceed expectations, and GMS executives pay close attention to how they and each team member lives the corporate values. And oh yes ... they have a lot of fun, too!

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, Sa1esWise, at www.saleswise.ca

You can call Nicki at 416-778-4145 or send e-mail to nicki@saleswise.ca.

Explanation and comments regarding the “How Are We Doing” Membership Survey on the following page

The survey, containing the 15 most often stated and tangible IHRA member benefits and services, was sent to all 266 representative member companies on August 20, 2009. Eighty-one (81) companies (30% of the membership) responded by September 11 58 of the respondees having been members for 2 or more years; 15 for more than one year; 8 for less than a year. Last year, a total of 49 out of 280 responded.

A brief explanation of the survey scoring:

Columns 1 - 5 are raw numbers indicating the way respondents marked their forms.

Column 1 = Not Important

Column 2 = Of Little Importance

Column 3 = Important

Column 4 = Very Important

Column 5 = Most Important

Power #s Column = Values given to Columns 1 - 5.

Important to Most Important Columns 3-4-5 = Even values (one point each) for each “Important” mark regardless of importance level.

Rank Column = The order of importance the members place on these reasons for belonging.

Members were invited to offer suggestions and comments about improving or adding to IHRA benefits and services. Several did. Because they did not give permission to use their names, we will only print the statements made. Where appropriate, we will respond to the comments or questions. The comments follow and continue on the page following the survey results.

1. I believe one of our greatest tools is having manufacturers and reps discuss their goals together, such as we do at our breakfast meetings. We should look to expand this making sure each meeting has a question and answer period or a round table discussion in which questions and answers come from each side. An open conversation with each party stating the problems they face and what each can do to strengthen their position with their retailers.

Excellent suggestion. It will be passed on to the Program Committee.

2. You really do an excellent job of keeping every ball in the air and it is appreciated.

3. The listing of lines looking for reps need to be dramatically improved to be of any use. There does not seem to be enough follow through with the mfrs regarding the territories that are actually open. I stopped looking at them a few years ago as a result.

When we introduced the HOT Lines and Lines Available programs to IHRA in 1996, information supplied by the manufacturer usually only included company name, address, contact information, products and vague reference to the available territories. (That is still the case with most other rep associations, i.e. MANA, ERA, etc.) Through the prodding of the IHRA Board - most specifically, by former Board member, David Friedman - the current information is much more inclusive. It is much more specific about the territories available, the territories covered, how covered (rep or direct), the channels currently sold and the channels wanted to sell. Where the manufacturer will not supply the requested information (sales figures are sometimes private and unavailable), we will no longer accept their HOT Line Bulletin, Line Available ad or free listing for the Housewares Show. We'll keep trying to make it better.

4. Would like more information about REPCare Health Insurance.

5. You're great!!!!!! You provide a valuable service. Thank you. (6 similar comments.)

6. A lot of the programs you have would be of more interest to us if they were also aimed at International. An International Fedex Rate would be very useful & appealing both to use in the states and internationally. More International Forums at the Housewares Show including educating the US market as to how to effectively grow their brands in other countries, and work successfully with Distributors in other countries.

Our Fedex Program is provided through the International Housewares Association (IHA), the industry's manufacturer association and owner/managers of the Housewares Show. We will make sure they receive your suggestions and will use whatever influence we have to meet your requests.

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Results of Membership Survey:

“HOW ARE WE DOING?”

81 Respondents

Benefit / Service	Please rate each using: 1 = Not important - to - 5 = Most important >>>>					Power #s 1=1 pt, 5=5 pt	Important to Most Important Cols 3-4-5	Rank
	1	2	3	4	5			
• Prior to the Housewares Show, lists of manufacturers seeking reps	0	5	9	22	45	350	77	1
• Your company listing in the IHRA Locator	1	3	7	20	49	353	76	2
• Your company listing on The IHRA website	1	4	9	27	41	349	76	3
• Our monthly newsletter - The REPorter®	1	4	29	25	21	304	76	4
• HOT Lines / Lines Available Services that help you get new lines	2	8	10	24	37	329	71	5
• NETWORKING service that allows members to seek and receive information from their peers.	4	5	26	22	23	295	71	6
• Monthly REPTop articles	3	7	28	25	17	286	70	7
• Access to, and use of, the IHRA Hospitality Room & Resource Center during the International Home & Housewares Show	5	13	21	21	21	283	63	8
• Member services, including Expert Access to professional consultants . . . (legal, financial, sales, marketing, employee benefits, human resources) at no charge or reduced rates	10	10	21	24	16	269	61	9
• FREE Admittance to IHRA's Annual Breakfast & Program (2nd morning of Housewares Show)	4	20	30	19	8	250	57	10
• Management, marketing and sales seminars, workshops and conferences	8	15	36	15	8	243	57	11
• Refreshments in the Room at Housewares Show	9	19	22	16	15	249	52	12
• FEDEX discount shipping program:	18	11	22	11	19	245	52	13
• “Wind-Down” following the soft-closing of Housewares Show on 1st and 2nd days . . . beverages and snacks	21	14	24	14	8	217	46	14
• REPCare Health Insurance Programs	25	17	27	6	6	194	39	15

Suggestions & Comments (continued from page 4)

7. What I need most is connection to quality/reputable prospective vendors. While all present IHRA services are beneficial, depending on available IHRA resources presently, access to new vendor candidates that offer "home run" potential is presently what I need most to replace unprecedented vendors and retailers who are throwing in the towel.

8. HOT Lines. There has never been an important line listed that I would consider for my organization. The lines listed are typically C or D companies; no A or B companies. REP-care is of no use in my state. The organization needs a stronger presence with IHA companies. Reps need to see a direct benefit from being a member of this organization. That benefit should be access to better lines as they become available or convincing companies they should be looking for independent reps

An A or B company is usually an established, successful company. If they are using reps, they probably have the "A" or "B" reps in the territory. When they have need to replace a rep they typically ask their rep and/or customer networks for recommendations. (That's why networking with peers is so important.) Often, they call our office to see how we can help them. By law, we cannot recommend one member firm over another. We explain our HOT Lines, Lines Available and Locator programs. Many decide not to openly advertise (don't want to reveal too much about the company) but will request, and use, our Locator. But, what is a "C" or "D" company? Usually they are a new company that needs to be "pioneered." They are trying to break into the market and need reps who are willing to make the time and effort necessary to elevate them to an "A" or "B" line. When that happens . . . refer back to the first sentence of this comment. By-the-way, when I was a rep, my partner and I always pioneered at least one line each year. Among our "D" lines - acquired from Lines Available listings - were BOSE and Electra Bearcat (police and fire band receivers). Both became multi-\$MM lines. About "a stronger presence with IHA companies": what can be stronger than (1) the Hospitality Room and exposure they provide us at the Housewares Show; (2) we are the only rep association they endorse on their website; (3) one of our members has a seat on the industry show advisory council; (4) the fact they endowed the formation of IHA? Also, every IHA manufacturer member receives our newsletter every month.

9. You do an excellent job and all of us are grateful for the opportunity to share industry and peer information and knowledge. Only suggestion would be to expand "Tech Bits." Some great info.

If you mean we should run more of them in an issue . . . we can do. Others feel the same?

10. Would like information about the Fedex program. (3 requests)

11. I appreciate everyone's efforts & work. You get out of something only as much as you put in . . . I know I could and should use IHRA more. Thanks.

12. It would be nice to have the room (Housewares Show) available during setup and meetings.

Yes, it would be. Unfortunately, the IHRA Hospitality Room space is not available to us until Saturday. It is usually set up by 1:00 pm. If security doesn't lock it up, you are welcome to use it as a "waiting room." Sorry, no refreshments until Sunday morning.

13. Rooms in Chicago / Housewares Show.

IHRA is provided a block of hotel rooms for each Housewares Show by IHA. Last year the room block was at the Swissotel on Wacker Drive. Members were advised, as they will be this year, as soon as IHA gives us the information.

14. I find the articles from reps with various problems, challenges or situations that are just a fact of life for reps, very helpful.

15. Would a monthly open telephone forum work - to share ideas, etc?

An open forum, where all parties could hear and be heard, would be most difficult to handle. Unless there was a lot of pre-planning - written submitted questions, who can talk, when they could talk - it could turn into a shouting match. In the meantime, we have initiated our newest member service by joining with MANA, PTR, NMRA and Sa1esWise in monthly Teleforums covering topics generic to the multiple-line representative function. These are one-hour, telephone-based instructional seminars / workshops that help sharpen sales and management skills. Because all attendees can only listen, not talk, questions are handled by eMails to the seminar instructors while the Teleforum is in progress. More than 200 reps signed up for the September 21 Teleforum.

Note: We have another half dozen comments to cover, but space is limited. Will continue next month. Thanks for all your comments. Keep 'em coming!

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

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



Tech Bit 26 - Find the Best Seats on the Plane

You've got a plane ticket, where should you sit? If you fly a certain airline a lot, you figure out there are "special" seats (e.g. on United's Ted the second exit row, row 11, has more leg room than domestic first class).

But what about that occasional flight on Aeroflot, the Russian national airline?

Where are the good seats?

SeatGuru (<http://www.seatguru.com>) has the answer.

You select the airline you're flying (yes they even have Aeroflot), and then the plane you are flying on. The webpage shows a seat map color coded. Plain is a standard seat. Green are good seats. Yellow are seats with "issues." Red are seats to avoid. Mouse over any seat and you get extra details why they are colored the way they are.

The one problem might be figuring out what plane you are flying on. Many airlines have several configurations of the same plane, with different seat maps. Is this a domestic 767 or an international 767 configuration on your itinerary?

But if you get past that, SeatGuru can help you find those magic seats, like the two seats on United's 777 international configuration that have as much leg room as business class! Just the special knowledge you need if you're going to be stuck in economy for 13 hours.

Tech Bit 27 - Become a Travel Expert

Did you know that United Airlines has a "flat tire rule" that says if you miss your flight (within 4 hours) they will rebook you on the next available flight?

Or that there was a double elite qualifying miles promotion from April through June?

One of the powers of Web 2.0 communities is the shared knowledge you can get.

If you fly more than once or twice a year on the same airline, head over to FlyerTalk (<http://www.flyertalk.com>).

I thought I knew a lot about flying on United, my main airline (5-10 years ago 84% of all flights out of Denver were United). But after reading FlyerTalk for a few months, I found there's a lot more to know.

Not all the discussion is positive, in fact a lot is just grumbling or rumor chasing.

But if you are having a problem, or need some esoteric question answered

(like if I book an award ticket in economy and waitlist for an award in business, if it clears less than 21 days before the flight will I have to pay the short notice ticketing fees?), there are people who can help (or will try to help).

There are forums for virtually every airline, many hotel chains, and a lot of general travel forums.

Knowledge is power, and when flying it may be the difference between getting stuck somewhere and knowing the best way to deal with a flight cancellation.

Tech Bit 28 - Collaborate With Anyone, Anywhere

I believe Ray Ozzie should be named the father of collaboration. Way back he created Lotus Notes, probably the first successful server based collaboration platform. Then he created Groove, a peer to peer collaboration system that doesn't require any servers. He's currently Chief Software Architect at Microsoft.

What's so special about Groove? Jon Udell put it this way back in 2000: Groove, enables groups of collaborators to form in a decentralized, ad-hoc, administrator-less fashion, within or across corporate or other firewall/NAT-governed realms. Groove is a peer-empowering form of groupware. These spaces collect all the documents, messages, and applications ("tools") related to a group activity. Everything replicates to each member's computer.

But at \$225 a user, jumping in to Groove for an ad-hoc project probably will keep the members collaborating via email.

There is an alternative that is free—Collanos Workplace (<http://www.collanos.com/>).

Using Collanos is really quite easy. You install it on your computer. You create a workspace for a project. You invite other people to participate (they get a link to download the software onto their computer).

You put files into the shared workspace, when the other people are on-line they get copies. If anyone makes a change, everyone else gets that updated version. The shared files can be just about anything. Plus you can keep a series of discussions, all nicely archived on everyone's computer.

Think of how you might be collaborating with people outside your company—other sales people, peer networking groups, etc. The price is right, download it and start experimenting.

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:

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

Manufacturers Seeking IHRA Field Sales Professionals

Products: Cookware Basic / Cookware Premium / Cookware Hispanic / Food Preparation / Pressure Cooker / Coffee Maker / Specialty Cookware

NEWAY INTERNATIONAL INC.

929 S. Azusa Ave
City of Industry CA 91748
626.513.2830 • 626.513.2832
Fax: 866.460.2830

Contact: John W. Shen, Manager

eMail: ohnweis@newayusa.com

Territories: USA, Canada, Mexico

Nat'l Sales: \$2,000,000

Commission Rate: 5% **Years in Business:** 3

Currently Doing Business: thru reps in NJ, NY, WI, IL

Channels currently sold: Grocery, Supermarket Chain, Mass Merchant Chain, Specialty

Seeking Sales Through: Department Store, Grocery, Drug

Products: Mega-Catch™ Mosquito Traps and accessory items

EnviroSafe Technologies International Limited

Unit 10, 6 Omega St., Albany
Auckland New Zealand 0632
+649 441 7574 Fax: +649 441 7573
www.megacatch.com

Contact: Clive Bradbury, Managing Director

eMail: info@megacatch.com

Territories: CA, TX, FL, VA, IL, NY, NJ, MA, WA, WI, GA, MI, OH, NC, MD, CT, CO, MN, LA, IN, AL, TN, PA, NH

Commission Rate: 5% **Years in Business:** 10

Gross Sales: \$5,000,000+

Currently Doing Business: Direct. Not currently using reps. Online Store; drop shipping including Home Depot, Costco, Frontgate. Using fulfillment house in Denver, CO.

Channels into which want to sell: Drop ship dealers

Products: Thermometers: Meat, Fridge/Freezer, Oven/Grill, Candy/Deep Fry; Digital Spoon Scale, Digital BBQ Tong, Digital Pasta Timer, Twist-Powered Flashlights. We are the largest thermometer factory in China. We are manufacturers, not importers.

PARASIA INTERNATIONAL, LTD

4979 River Oaks Road
Rockford MN 55373
612.851.1062 • Fax: 877.716.1491
http://parasia-international.com/eng/home.php

Contact: Eric M. Halberg, General Manager

eMail: ehalberg@gmail.com

Territories: Key accounts in USA, Canada, Mexico

Commission Rate: 5% Domestic; 3% DI

Years in Business: 15 **Sales:** \$80,000,000

Channels currently sold: Retail, Hardware, Premium, Grocery

Seeking Sales Through: As above + MANY Key Accounts Still Available: Macy's, JC Penny's, Dillards, etc.

Products: Storage, colander, tongs, various kitchen gadgets; under brand name KITCHETS.

KITCHETS / THINK UP DESIGNS, INC.

P.O. Box 672
Melville NY 11747
631.415.5013

Contact: Brian Fried, President

eMail: Brian@Kitchens.com

Territories: USA, Canada; Marketing through representatives will start after TV Airings this fall.

Nat'l Sales: New Products

Commission Rate: TBD **Years in Business:** 2

Channels currently sold: TV - Upcoming Airings

Seeking Sales Through: Mass Retail, Specialty Stores, Kitchen Retail

Products: Home Decor, Clocks, Flameless Candles, Seasonal, Licensed Products, Trend, Organization

FELDSTEIN & ASSOCIATES

6500 Weatherfield Ct
Maumee OH 43537
419.867.9500 Fax: 419.867.9210
www.markfeldstein.com

Contact: Mark Feldstein, President

eMail: mark@mfgifts.com

Territories: USA, Canada, Mexico

Nat'l Sales: \$15,000,000

Commission Rate: 5% **Years in Business:** 23

Channels currently sold: On account by account basis: Gift, Mail Order, Department and Drug stores, Home Shopping

Seeking Sales Through: Mass, Discount, Dollar Store, Grocery

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sfigman@thesummitgrp.net

37 Aspen Road
Sharon, MA 02067

Tel: 781-806-5129 Fax: 781-806-5131

2009 / 2010 CALENDAR OF EVENTS

September

12 - 14
Dallas Total Home & Gift Market
Dallas TX

12 - 14
Atlanta Fall Gift & Home Furnishings Market and
The Atlanta Gourmet Market
Atlanta GA

13 - 15
Vancouver Gift Show
Vancouver BC Canada

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

2010

January

6 - 13
Atlanta International Gift & Home Furnishings
Atlanta GA

12 - 18
California Gift Show
Los Angeles CA

30 - Feb 4
New York International Gift Fair
New York NY

February

1 - 5
Las Vegas Market
Las Vegas NV

12 - 16
Ambiente
Messe Frankfurt
Frankfurt Germany

March

14 - 16
International Home + Housewares Show
Chicago IL



15

7-8:30 am
**IHRA Annual Breakfast & Program
at Housewares Show**

April

13 - 16
New York Tabletop Market
New York NY

17 - 22
International Home Furnishings Market
High Point NC

20 - 23
Hong Kong Houseware Fair
Hong Kong

May

4 - 6
National Hardware Show/Homewares Show
Las Vegas NV

June

5 - 8
NACDS Marketplace
San Diego CA

4 - 9
General Merchandise Marketing Conference
Orlando FL

July

14 - 21
Atlanta Int'l Gift & Home Furnishings Market
Atlanta GA

August

7 - 9
Gourmet Housewares Show
San Francisco CA

14 - 19
New York International Gift Fair
New York NY

September

11 - 13
Atlanta Gift Market & Gourmet Market
Atlanta GA

13 - 17
Las Vegas Market
Las Vegas NV

IHRA
in our 16th year

IHRA MEMBERS:

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**Home • Housewares • Gourmet • Hardware
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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

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For complete information about "first-timer" membership and an application, contact us at:

(847) 607-8912 • (800) 315-7430
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