

20 WEBINARS IN 2010

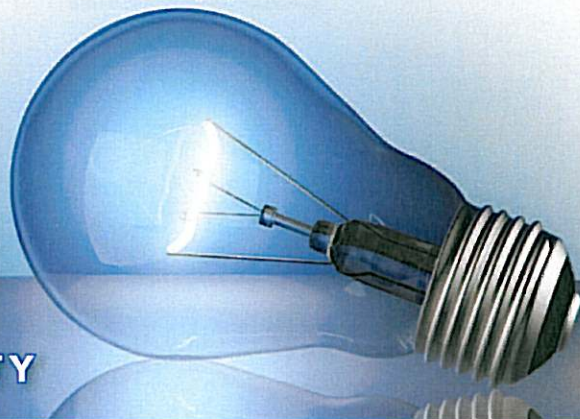
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- 1** **January 12**
Leveraging Facebook for Business
Learn how Facebook can help you build your brand, nurture your career and promote events. Co-presented with AEA, Association Education Alliance. Presented by David Nour, The Nour Group
- 2** **January 20**
The Power of Open Ended Questions
Learn specific questions for every step of the material handling sales process. Presented by Gary T. Moore, Material Handling Industry Veteran
- 3** **January 28**
The New Banking Reality
Learn about the current state of the banking industry and how that may impact your relationship with your customers and suppliers. Presented by Scott Swanson, President & CEO, Charter One, Illinois, Tim Hilton, CEO, Carolina Handling and Marc Paulhus, President, RBS Asset Finance
- 4** **February 18**
Cash for Training – How to Benefit from Workforce Training Grants
This Webinar will address the application process and key success factors for obtaining training grants. Presented by Gary Nader, Principal Consultant, Total Quality Associates and John Maybury, President, Maybury Material Handling
- 5** **February 24**
How to Create Sales Proposals that Sell
Learn how to turn quotes into sales proposals that sell to decision influencers you can't meet, in meetings you can't attend. Presented by Gary T. Moore, Material Handling Industry Veteran
- 6** **March 18**
CRM – The Cornerstone to Efficient and Effective Marketing
Having all your data in one location and staying on top of it will make the difference in your company's bottom line. Presented by Barry Lauterwasser, President, Symbion Marketing LLC
- 7** **March 24**
Customer Face Time: The Importance of Reviewing Sales Proposals in Person
This session discusses the most effective way of reviewing the proposal with the customer and what to do next. Presented by Gary T. Moore, Material Handling Industry Veteran
- 8** **April 7**
Building Personal, Professional Selling Relationships
This webinar will discuss how both the salesperson and the customer benefit from strong personal, professional relationships. Presented by Gary T. Moore, Material Handling Industry Veteran
- 9** **April 22**
Marketing a Distributorship, The Rules Have Changed
Social media, email and other online tools present cost effective ways to create awareness and build relationships—now is the time to integrate them. Presented by Barry Lauterwasser, President, Symbion Marketing LLC
- 10** **May 20**
Marketing for Success
Examine how to easily put together a marketing plan based upon your distributorship's structure, budget, and market position. Presented by Barry Lauterwasser, President, Symbion Marketing LLC
- 11** **May 27**
Distribution Mergers & Acquisitions
The presentation will focus on what is going on in the world of distributor acquisitions as well as the outlook for the balance of the year and beyond. Presented by Brent Grover of Evergreen Consulting, Jim Miller of Supply Chain Equity Partners and Dave Griffith, President and CEO of Modern Group Ltd.

- 12** **June 17**
Search Engine Optimization and Social Media
This webinar will dispel the myths behind SEO, and present effective means to boost your site's ranking. Presented by Mark Juelich, Executive Director, American Warehouse Systems/ToyotaLift and Barry Lauterwasser, President, Symbion Marketing LLC
- 13** **July 15**
The New Rules for Territory Management
Learn how to turn traditional territory management on its ear. Presented by David Rubinstein, Principal, Sell Like Hell Sales System
- 14** **August 19**
Mystery Shopper: Secrets of an Outside Sales Rep
Learn the secrets on how top sales reps qualify the customer, find out who the decision maker is, get an appointment and so much more! **FREE Webinar**
Presented by Jim Facente, President, Creative Sales Solutions
- 15** **September 23**
10 Ways to Run a First Class Service Department
This webinar will give you a list of ideas that you can easily implement within your own operations to improve Dealership efficiency and profitability. Presented by K. Richard C. Sinclair, President/CEO, Jeffers Corporation
- 16** **October 4**
Economic Trends: 2011 and Beyond
Get an update on the current economic environment of the US and global economies with the specific emphasis on MHEDA member industries/market, looking ahead to 2011 and beyond. Presented by Dr. D. Jeffrey Dietrich, Senior Analyst for the Institute for Trend Research
- 17** **October 21**
10 Ways to Run a First Class Parts Department
Review a Top 10 list of ideas to improve customer service, customer retention and dealer profitability. Presented by K. Richard C. Sinclair, President/CEO, Jeffers Corporation
- 18** **November 4**
Liability Issues: How to Protect Your Dealership
This webinar will discuss sales and rental policies and service and used equipment procedures that you can implement now, so that your dealership is protected. Presented by David Field, Product Liability Solutions, LLC and Richard Donnelly, Executive Vice President, Gregory Poole Equipment Company
- 19** **November 18**
Service as a Profit Center for Storage and Handling Distributors
If you are considering getting into the service and maintenance arena or you just recently have and you are in the Storage and Handling side of the industry you should participate in this webinar. Presented by Steve Strifler, President, Cisco-Eagle, Inc. and Scott Lee, President, Conveyor Solutions, Inc.
- 20** **December 2**
Mystery Shopper: Secrets of an Outside Sales Rep
Learn the secrets on how top sales reps qualify the customer, find out who the decision maker is, get an appointment and so much more! **FREE Webinar**
Presented by Jim Facente, President, Creative Sales Solutions

Visit www.mheda.org for the most up-to-date information and webinar pricing. Dates and programs subject to change. Questions? Call (847) 680-3500.



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