



**PEMA® 2020 FALL MEETING RE-IMAGINED  
As of August 28, 2020**

**KELLY RIGGS WEBINAR SERIES**

**Cost, \$99, preregistration required**

**Wednesday, August 12, 1:00 p.m. – 2:00 p.m. EDT**

**Competitive Advantage: The Key to Avoiding the Commodity Trap**

Salespeople often walk themselves directly into commodity status simply by failing to differentiate themselves from the pack. “Commodity status” means the prospect doesn’t perceive any real difference between one company and another, so the only real question is “What’s your price?” In this webinar, you will learn how to command the attention of the prospect and set yourself APART from the pack - a critical first step in closing more business (and protecting your margins).

**Wednesday, August 26, 1:00 p.m. – 2:00 p.m. EDT**

**The Pareto Principle: How to Grow Business Rapidly and Predictably**

Prospecting is critical to sales growth and the first point of focus for any salesperson. Unfortunately, most salespeople lack a methodology for identifying and acquiring new business and typically pursue every lead in exactly the same way. In this webinar, you will learn how to focus on “high-value, high-probability” opportunities that will allow you to accelerate your sales growth dramatically.

**Wednesday, September 9, 1:00 p.m. – 2:00 p.m. EDT**

**How Top Salespeople Leverage Time and Value to Win More Deals**

What could you do with another day each week your competitors don’t have? That should help you understand how important time is in creating sales success. However, it’s not just about “managing” your time; it’s about the way you use value to leverage your time to maximum advantage. In this webinar, you will learn how to eliminate worthless follow-up calls (“just checking in”) and make every call valuable to the right person - your prospect.



**Kelly Riggs** is an author, speaker, and business performance coach, and founder of Business LockerRoom, Inc. Widely recognized as a powerful speaker and performance coach in the areas of sales, management leadership, and strategic planning, Kelly is a former sales executive, a two-time national Salesperson-of-the-Year, and a serial entrepreneur. He was selected to join the Forbes’ Coaches Council in 2019.

He has written two books: **1-on-1 Management: What Every Great Manager Knows That You Don’t** and **Quit Whining and Start SELLING! A Step-by-Step Guide to a Hall of Fame Career in Sales.**

His third book, **Counter Mentor Leadership: How to Unlock the Potential of the 4-Generation Workplace**, was co-written with his Millennial son, Robby Riggs. Although no trophies were awarded during the writing of the book, it WAS selected as the 2019 Gold Medal winner in the leadership category by Axiom Business Books Awards.

**ALAN BEAULIEU LIVE STREAM**

**Complimentary for PEMA Members**

**Tuesday, September 15, 11:00 a.m. – 1:00 p.m. EDT**

**Guidance in an Uncertain Economy**

Never has it been more critical for decision makers to have a clear, impartial, and data-driven perspective of how factors such as COVID-19, the potential second-wave impact, and the re-opened economies will impact companies moving forward. This session from ITR Economics will help you determine the best course of action for the most important part of the economy – you and your business. We will:

- Look at a system of leading indicators proven to signal cyclical turns in the economy and markets.
- Present the outlook for the market segments most important to your industry.
- Assess interest rate and other financial market trends, including the latest information on stock market performance.
- Cut through the noise and present our expectation of both the human and the business impact of these black swan events.

As in our in-person meetings, Alan will benchmark PEMA member company statistic reports against ITR's industry analysis. He will answer questions in real time.



**Alan Beaulieu** is one of the country's most informed economists. He is a principal of ITR Economics where he serves as President. Alan is co-author, along with brother Brian Beaulieu, of *Make Your Move*, *Prosperity in the Age of Decline*, and *But I Want It*. He also has penned numerous articles on economic analysis.

Since 1990, Alan has consulted with companies throughout the U.S., Europe and Asia on how to forecast, plan and increase their profits based on business cycle trend analysis. He also is the senior economic advisor to the National Association of Wholesale Distributors (NAW) and chief economist for the Heating, Air-conditioning and Refrigeration Distributors International (HARDI).

Alan makes up to 90 appearances each year and his keynotes and seminars have helped thousands of business owners and executives capitalize on emerging markets.

### **INFORMA SHOW UPDATE & PEMA SOCIAL HOUR**

**Complimentary, preregistration required**

**Monday, September 14, 5:00 p.m. – 6:30 p.m. EDT**

Informa will provide PEMA members with an update on the rescheduled iPBS Show.

Although we can't meet in person, join other members for a virtual happy hour sponsored by Informa and featuring unique cocktail recipes created by the PEMA President and games. Details are forthcoming.

### **PEMA MONTHLY VIRTUAL ROUNDTABLES**

**Complimentary, preregistration required**

**Thursday, August 27, 2:00 p.m. – 3:00 p.m. EDT or**

**Monday, August 31, 11:00 a.m. – 12:00 p.m. EDT**

#### **Sales Force Management**

If you have sales-based commission programs, how has the COVID slowdown impacted motivation? What program changes or other changes has your company done to reinvigorate the team? What changes do you envision for the future, especially if in-person visits are restricted or not allowed? How do you train an unseasoned workforce in current conditions?

**Thursday, September 17, 2:00 p.m. – 3:00 p.m. EDT or**

**Monday, September 21, 11:00 a.m. – 12:00 p.m. EDT**

#### **Remote Workers**

What kind of experience has your company had with staff working remotely during the pandemic? Have you experienced productivity increase/decrease with more employees working remotely? Which skill sets or departments worked well remotely or had difficulties? Is your company considering establishing or changing its policies of working remotely for the future? Could working remotely allow for expansion of hiring practices? Have you established Zoom-apparel policies?

**Thursday, October 15, 2:00 p.m. – 3:00 p.m. EDT or**

**Monday, October 19, 11:00 a.m. – 12:00 p.m. EDT**

#### **Future of Trade Shows/Marketing**

Is your company considering virtual trade shows? Have you considered this option and do you feel this could be a future way forward? How do you plan to account for trade show participation post pandemic? Has the pandemic changed the way you look at marketing and the importance inside your organization?

**Thursday, November 12, 2:00 p.m. – 3:00 p.m. EDT or  
Monday, November 16, 11:00 a.m. – 12:00 p.m. EDT**

**Operations Changes**

What changes have you made in the production areas of your shop that have been most effective in keeping employees safe during the pandemic? What policies might you consider retaining more permanently? What has been most challenging for your workforce regarding safety policies recently implemented? What policies and procedures have you put in place for plant visits by customers and suppliers? Do you sponsor an employee Happy Hour every other Friday or more often?

**Thursday, December 10, 2:00 p.m. – 3:00 p.m. EDT or  
Monday, December 14, 11:00 a.m. – 12:00 p.m. EDT**

**Communications Up, Down and Sideways**

Every day there are critical messages that need to be communicated from the top down, the bottom up and across the business. How do you make sure everyone is on the same page? What methods of communications do you use for your governing body, leadership and staff? Does it differ by group? How often do you communicate with each group? How do you ensure important information about the organization is consistent and understood? How do you measure your effectiveness? Walk us through a successful communications effort at your company. Where do most often find the breakdown in communications?

PEMA/Webinars and Virtual Events/2020/Fall Meeting Reimagined