



PEMA® 2025 SPRING MEETING PROGRAM

Doubletree by Hilton O'Hare – Rosemont • Rosemont, Illinois

May 1-2, 2025

Thursday • May 1, 2025

8:00 a.m. – 2:30 p.m.

Emerging Leaders Program – Session 5

Othello

3:00 p.m. – 5:00 p.m.

Registration

Signature Foyer

4:00 p.m. – 5:30 p.m.

Most Expensive Day Ever: Why Experience Trumps Everything

**Kelly Riggs, Business LockerRoom, Inc.*

Signature Ballroom

Based on a personal experience, this session is designed to help companies understand the critical value of connecting the sales department to the actual operations of the company and creating **compelling differentiation** from competitors. Too often, companies are doing the same things, in the same general ways, in the same time frames, with the same relative outcomes. This scenario, coupled with ineffective sales training, leads inevitably to discounting as multiple vendors provide what is perceived to be a good product/service, but not unlike all the others. What is possible if your salespeople could sell TRULY differentiated value?

5:30 p.m. – 7:30 p.m.

Networking Reception

Mezzanine Foyer

Enjoy hors d'oeuvres, food stations and an open bar while networking with fellow PEMA members.

Friday • May 2, 2025

7:30 a.m. – 8:45 a.m.

Roundtable Breakfasts – Sales Reps - Now and Future

Artistry, Medallion, Winchester, Othello, Leander, Chicago Peace

We often talk about challenges in recruiting welders, assemblers, etc. Are you finding similar challenges recruiting for sales positions in our industry? Can you share any experiences with your current recruiting methods, successful or not? Do you have experience with any formal sales training programs, whether internal or external, which you've found to be effective and can share with us? How do you determine which personnel from your company will staff your trade show booth? Is your free company logo shirt strong enough incentive for booth staff? What role do your Reps play in staffing your trade show booth? Do you want them there at all or do you ask them to stop by / say hi then beat it? If yes, are they assigned times to be "in charge" of the booth? How and why are sales in the PEMA environment (meaning more capital equipment based) different than other environments. How does this affect the type of sales individual that fits well? Does the salesperson need to be an engineer, for example? How do you see the future of the "Independent Sales Rep Firm". Do you see them being around in ~10 to 20 years or will this need to be replaced by direct sales due to lack of interest (in becoming an independent rep)? What take-aways did you gain from Kelly's presentation yesterday?

8:45 a.m.

Adjourn