

COURSE DATES

JANUARY 9-13, 2011

(arrive Jan. 8)

JANUARY 8-12, 2012

(arrive Jan. 7)



CPMR[®]

CERTIFIED PROFESSIONAL MANUFACTURERS REPRESENTATIVE

BUILDING SALES PROFESSIONALISM THROUGH CERTIFICATION

CONFIRM YOUR PLACE AS AN INDUSTRY LEADER,
BECOME A CERTIFIED PROFESSIONAL MANUFACTURERS REPRESENTATIVE



PRESENTED BY:



MRERF

CPMR® PROGRAM

The Certified Professional Manufacturers Representative program is executive education for firm owners and managers. Participants invest one week annually for three years in residence at Arizona State University. Attendees will gain knowledge and insight into operating a business more effectively and profitably. In addition, they will acquire an international network of colleagues from many industries. Graduates earn the right to use the distinctive CPMR® designation and also gain membership to the Institute for Professional Advancement, MRERF's educational subsidiary.

CSP PROGRAM

The Certified Sales Professional designation stands on its own, or nicely complements CPMR® certification. Participants have a three-day classroom experience that gives a thorough understanding of consultative selling. From business creation to improved time and territory management, your salespeople will come back with a renewed enthusiasm for selling. See www.CSP-USA.org for program dates and locations.

IPA

The Institute for Professional Advancement (IPA), MRERF's educational subsidiary, is the credentialing organization for all designations.

ONGOING OBJECTIVES OF MRERF

- Raise the standards of professional field sales organizations across industries
- Promote certification as industry standard for manufacturers representatives
- Convey that ethical conduct is an integral component of being an industry leader
- Reinforce the commitment to best practices and highest principles
- Encourage continuing education and personal growth
- Offer quality educational programs for professional development of executives and field sales

MEMBERS

Members of associations that support the foundation save \$500 per year on CPMR® tuition. If your association is not a member, ask them why not. For a list of current associations that support MRERF, please visit goto.MRERF.org/Associations

WHO SHOULD ATTEND?

The CPMR[®] program is offered exclusively to manufacturers representatives and agents. Participants are primarily firm owners, managers, and future owners and managers who wish to prepare for the challenges of business management. Small firm or large, the challenges of management require a different set of skills. The CPMR[®] program is for anyone seeking to develop and improve those management skills. Participants are:

- Firm owners, managers and next generation owners or managers
- Personnel from small or large firms
- Managers seeking to improve their skills

ENROLLEES MUST ALSO:

- Be at least 25 years old
- Hold a high school diploma, GED, 5 "0" GCEs, or equivalent
- Have five years of experience in the industry

MAINTAINING YOUR CPMR. STATUS

To encourage continued professional growth and life-long learning, maintenance of certification criteria must be met in order to retain the CPMR[®] designation. The criteria reflects requirements of the International Association for Continuing Education and Training and is consistent with standards recognized for all certified professionals including the fields of law, medicine, and accounting.

MAINTENANCE OF CERTIFICATION REQUIREMENTS:

- 10 hours of relevant continuing education every year
- Renewal fee of \$100 annually (dual designees with both CPMR[®] and CSP \$150)

TYPICAL COURSE OFFERINGS AT THE THREE LEVELS OF THE CURRICULUM

FIRST YEAR Building the foundation for the firm's continued success

SECOND YEAR Continuing to develop the firm's resources

FINAL YEAR Assuring the firm's success through future planning

COVERED DISCIPLINES:

- | | | |
|----------------------|------------------|-----------------------|
| ■ Finance | ■ Communications | ■ Marketing |
| ■ Legal | ■ Selling Skills | ■ Negotiating |
| ■ Strategic Planning | ■ Management | ■ Succession Planning |



CPMR. 101*

The opening level provides a structural foundation of what it takes to have a successful representative firm. CPMR. candidates will learn and review general business acumen skills necessary for developing strong internal, principal and customer relationships.

SETTING CPMR. EXPECTATIONS AN OVERVIEW

The goal of CPMR. is to provide tools for Manufacturers Representatives to position their companies for success in the contemporary business environment. This first session of CPMR. provides an overview of the program and how the subjects covered in the three annual sessions fit together.

BUSINESS ETHICS

CPMR. candidates and graduates agree to adhere to a common code of ethics. Ethical business practices include internal actions with your employees and colleagues and external dealings with principals and customers. Ethical behavior marks you as a trusted business partner.

CREATING SHAREHOLDER VALUE

What gives financial value to your agency? Class participants are challenged to define organizational and business strategies that will yield appropriate financial returns and increase the economic value of the firm.

DEVELOPING A WINNING SALES PRESENTATION

It takes a great deal of thought and a bit of practice to pull together professional and effective ways of presenting an idea, product, or service. You will hear many proven communication strategies and tips about how to gain the full attention of your audience.

THINKING STRATEGICALLY I

Regardless of the size of your firm, planning is critical to its success. The goal of this session is to present the foundation and tools to evaluate your company and to strategically plan for the future.

DEVELOPING THE TOTAL PROFESSIONAL REP FIRM I

The values and culture of your agency influence how you do business with every manufacturer and customer in your marketplace. What is your firm's corporate culture now? What makes your firm stand out from your peers and competitors? This session explores the challenges of change and growth.

COACHING, MENTORING & MANAGING MULTIPLE GENERATIONS

Changes in the values and drivers for each generation make management of the employee workforce a challenge. The same is true for your customer and principal's staff. Understanding generational cohorts, and how they differ, offers potential for a stronger sales firm.

UNDERSTANDING THE LEGAL CONCERNS OF YOUR FIRM: AN AUDIT APPROACH

A successful rep organization is faced with many legal concerns such as form of company ownership, employee relations, contracts, and product liability issues. Acquire a comfort zone for understanding legal issues and learn how to ask the right questions of your legal counsel.

TECHNIQUES FOR GREATER SALES PRODUCTION

Techniques for greater sales production involve advanced thought and planning. The follow-through after the call is equally important to everyone connected in the sales channel. Hear ideas and gain tools for managing the resulting increase in employee productivity.

***TO ENSURE CURRENT, RELEVANT CONTENT, SOME COURSES MAY DIFFER FROM THOSE LISTED HERE.**

CPMR. 201*

In year two, the level of study goes deeper into the essentials of managing and evaluating the candidate's firm. These areas include productivity, profitability, human resources, sales management, and fiscal management.

DEVELOPING AND MANAGING NEW PRINCIPAL RELATIONSHIPS

Few activities are more important to your firm than achieving an effective alliance with your principals. Good working relationships between the manufacturers you represent and your firm are not automatic. Some logical as well as unique methods of working toward a beneficial partnership are outlined in this session.

INTERPERSONAL COMMUNICATION SKILLS

Listening and expressing yourself effectively is critical. Along with opportunities to be in communication with others at all times, there are an equal number of chances to be misunderstood. Avoid potential problems by using a variety of tools to say what you intend and hear correctly what is meant by others.

SALES MANAGEMENT TECHNIQUES

Managing a sales team effectively includes taking into consideration many different possibilities that influence every individual within your firm. Each person has specific wants and needs, strengths and weaknesses. How can you evaluate and capitalize on their abilities to increase your firm's productivity? This session provides the keys to effective sales management.

WIN-WIN NEGOTIATIONS

There should be an element of something for everyone in any give-and-take situation. That is what makes your customers and manufacturers trust and rely on your professional skills. The instructor for this class can help you develop the mindset that allows for unusual ways to address issues that may arise in any relationship.

THINKING STRATEGICALLY II

The focus of this session is a case study. It is introduced during a short meeting the evening prior to class. Study groups then work to dissect the case. Each group presents their case study solution during the last part of the session.

LINE - PROFITABILITY ANALYSIS

Does one of your lines – which may bring in a steady income – really support all the effort to sell it? Evaluate each manufacturer in relation to a set of factual criteria to help your firm receive the highest return on your investment.

ECONOMIC PERSPECTIVES FOR REPS

All businesses in the world are interconnected. The cultural background of nations, their fiscal policies, and economic and political conditions all influence how the marketplace functions in various geographic regions. You can leverage your understanding of those factors into greater business opportunities for your firm if you remain informed of the current and emerging business trends globally. This session provides an overview of current market/business conditions world-wide.

INTERNAL COMPENSATION

Every agency must find a compensation package for its employees that is fair and provides incentives for desired results. There are many methods and plans that can be utilized to accomplish that goal. However, one plan will not work for all agencies. Your instructor presents a number of alternatives to consider when developing your compensation plan.

CPMR® 301*

In the final year, the level of study integrates material covered in the prior two years and points the candidates to leading their organization to future sustained success. As a key member of the firm, candidates learn about financial, strategic and succession planning, as well as principal management.

VALUING THE FIRM

What distinguishes the successful change of ownership of a rep firm? Lots of issues, but determining a value to place on the firm is critical. Value is the result of clearly defined strategies with strong financial results. This session provides a basis for development of such strategies.

SUCCESSION PLANNING

Planning for a smooth transition in future management starts long before the company ownership changes. Consideration of the legal issues involved in succession planning is an obligation and responsibility of all owners and management teams. This class provides some insight into how to fairly achieve change in ownership and benefit both the seller and buyer.

DEVELOPING THE TOTAL PROFESSIONAL REP FIRM II

This session focuses on you as the change leader for your organization. It gives participants an opportunity to consider the ideas that have been presented during the three years of the program and then refine your strategy for leading your firm to a brighter and more successful future.

UNDERSTANDING YOUR MANUFACTURER AND DESIGNING UNIQUE SERVICES

Managers of rep firms often wonder how and why manufacturers make some of the decisions they do. What are the factors that drive those decisions? You will hear some of the issues that influence their decisions in this session. As an added bonus, time will be given to thinking of ways to deliver services to meet the changing needs of the manufacturers you represent.

ACCOUNTING AND TAX CONCERNS

The session provides you with guidelines for working with your firm's professional financial and legal advisors. These points cover both current business operations as well as when the agency changes ownership.

TECHNOLOGY: UTILIZATION AND BENEFITS

Keeping up with new technology is a challenge. Utilizing technology as a tool in your company is key to your success. This session will help you identify ways to utilize technology not only in your office procedures but in marketing as well.

CPMR® CAPSTONE CASE STUDY

Tools learned in CPMR® are put into action when CPMR® candidates work with their study groups to address the case study.

CPMR® 401 (CPMR ALUMNI REUNION)

Periodic gatherings that offer sessions of special education, networking opportunities, and occasions to observe any CPMR® class without the tiniest bit of test anxiety.

***TO ENSURE CURRENT, RELEVANT CONTENT, SOME COURSES MAY DIFFER FROM THOSE LISTED HERE.**

FACULTY

Classes are taught both by executives from commerce and industry and members of university faculties. In either category, your instructors have had extensive experience in the classroom as well as in "the real world." The faculty has been selected on the basis of their understanding of your business and their effectiveness in presenting business concepts and equipping you to move smoothly from theory to practice in the office and in the field.

Dr. Douglas R. Austrom, Turning Point Associates, consultant in organizational change and effectiveness; former faculty member, Indiana University Graduate School of Business. (Developing the Rep Firm)

Dr. John A. Boquist, Professor of Finance, Indiana University Graduate School of Business; lecturer, London School of Economics; consultant in corporate finance, policy and strategy, public utility regulation, and litigation testimony. (Creating Shareholder Value; Valuing the Firm)

Dr. Stephen D. Boyd, CSP‡, Professor of Speech Communications, Northern Kentucky University; author of two best-sellers on public speaking. (Sales Presentations)

Dr. William Boyes, Professor of Economics and Director of the Office of Economic Education, Arizona State University; recognized textbook author and visiting professor to numerous International Schools. Consultant in areas of new markets and strategic management. (Economic Perspectives for Reps)

Mr. Lynn H. Coyne, JD, frequently published partner of Andrews, Harrell, Mann, Chapman & Coyne, Bloomington, Indiana; Assistant General Counsel, Indiana University. (Legal Concerns; Succession Planning)

Mr. Steve Epner has been a part of the computer revolution since the 1960s, he learned early on that technology was worthless if not used to solve real business problems. (Technology: Utilization and Benefits)

Mr. Frank Foster, CSP†, CSP‡, is a specialist in the consultative selling process and works with for-profit and not-for-profit organizations to develop performance improvement programs that work. (Techniques for Greater Sales Production)

Dr. Donald W. Jackson, Jr., Professor of Marketing, College of Business, Arizona State University; active consultant, writer, and lecturer. (Sales Management)

Ms. Marianne Moody Jennings, JD, frequently published Professor of Legal and Ethical Studies, College of Business, Arizona State University; commentator on business issues for All Things Considered, National Public Radio. (Legal Concerns)

Mr. Thomas King, CPA, President of Thomas King and Company, Certified Public Accountants, Overland Park, Kansas; Chairman of the Board, Truman Bank and Trust; author and lecturer. (Tax Accounting, Business Valuation)

Mr. Scott E. Lindberg, CPMR - PPG Sales Manager for Microsemi, Former President and Owner of Lindberg Company; past President of the Institute for Professional Advancement; frequent speaker at association conferences. (Profitability Analysis)

Dr. Daniel H. McQuiston, CSP†, Chair of the Marketing Department and Director of Executive Education, Butler University, Director of Education MRERF; frequently published author and award-winning international lecturer. (Rep-Principal Relations)

Dr. Jennifer O'Donnell, a member of the Management Development department at Mountain States Employers Council, earned her BA and PhD in Psychology, with specialization in performance management, human learning and cognition, and instructional design. (Managing Multiple Generations)

Dr. Ross Reck, former Professor of Management, Arizona State University; President of Ross Reck and Associates management development and consulting firm; co-author of *The Win-Win Negotiator*. (Negotiating)

† Certified Sales Professional

‡ Certified Speaking Professional

FACULTY cont.

Dr. John L. Schlacter, Professor of Marketing, Arizona State University; Consulting Associate, Management Horizons, Inc. (Strategic Thinking and Planning)

Mr. Bryan C. Shirley, CPMR – President, Manufacturers Agents National Association, Former President of Colrud-Lowery Inc., a frequent speaker at association conferences on a number of subjects, active consultant with other representatives on buy-sell issues. (Compensation)

TUITION AND OTHER CHARGES

Tuition is \$1,345 (U.S.) per year for members of MRERF sponsoring associations and \$1,845 (U.S.) for others. It covers classroom instruction, the final examination, course and study materials, coffee breaks, and one programmed reception and meal. Not included are lodging, transportation, or meals (except as noted).

A one-time, nonrefundable fee of \$25 (U.S.) is required at application, along with \$275 (U.S.) deposit toward your tuition. If you cancel within 30 days of the beginning of the session, you will forfeit your deposit. Tuition balance is due no later than 30 days in advance of the session, and payment plans are available. You may pay your tuition by American Express, Discover, MasterCard, Visa, or check.

All future tuition costs are subject to change. Education program tuition usually qualifies for a business tax deduction. Contact your tax advisor.

HOUSING

Local hotels house the participants of CPMR®. For those staying in program-designated hotels not within a short walk of the campus, transportation to class is provided. Complete information regarding housing and transportation between airport and campus will be provided to you upon approval of your application for admission.

ENROLLMENT PROCEDURES

Complete the application on the MRERF website (goto.MRERF.org/CPMR-Apply) or via hard copy and send to IPA with your credit card information or check for \$300 (U.S.) (Non-refundable \$25 application fee and \$275 tuition deposit). Enrollment in each session is limited, and classes fill early. Applications will be acknowledged and you will be notified when your application has been approved.

OUR GUARANTEE

You will come away with ideas for business and value for your firm the very first year or your money back on the first year's tuition.

DID YOU HEAR...

FROM A MANUFACTURER

“Elkay values CPMR because it teaches our reps how to be better business people. We value that our reps are talking about business with reps in similar situations. We value succession planning. The value is in becoming more businesslike and understanding the importance of becoming business partners with Elkay.”

Mark Whittington, VP Sales - Elkay

FROM CPMR® GRADUATES

“CPMR has provided me a more global understanding of the rep business. I am able to focus on the important aspects of our business and make more informed decisions. Adding the CSP designation brought structure to what we do as a rep firm. I have eight others in the company that are CSP designees and I am also able to help them identify solutions utilizing their education. Dual certification in today's business environment is of tremendous value.”

Kevin Adams, CPMR, CSP - Shaffer & Nelson

“CPMR was definitely worthwhile for me, but only if I take what I have learned and apply it to my business. My only regret is that I did not get going with your program earlier in my career. I do plan on having both of my junior business partners attend.”

Joe Quinn, CPMR - Grissinger Johnson Sales

FROM CPMR® CANDIDATES

“I believe the CPMR program will enhance our firm and help us to focus on becoming more strategic. It will be interesting to see the differences and results three years from now. I look forward to 201.”

Morris “Bull” Kay, CPMR® Candidate - Coleman-Russell & Associates

“For me, CPMR was a great experience. I picked up a lot of new ideas that I have already been able to bring back and implement here at Wallace. It is helpful having people who understand the rep business to share ideas and best practices with.”

Holly Myers, CPMR® Candidate - Wallace Electronic Sales

“I anticipated lofty academic theories with little practical application. In fact, I was very pleasantly surprised to find the course full of down-to-earth, practical knowledge that our firm can put to use immediately. Kudos to CPMR!”

Brian Soderholm, CPMR® Candidate - Solderholm & Associates

CERTIFIED PROFESSIONAL MANUFACTURERS REPRESENTATIVE

4 DAYS OF EXECUTIVE EDUCATION + EXAM \$1,345 (MEMBERS)**

**NON-MEMBERS \$1,845 (SEE INSIDE COVER FOR DETAILS)

PLEASE PRINT OR TYPE Tuition deposit of \$275 (U.S.) and non-refundable application fee of \$25 (U.S.) must accompany this application.

NAME

TITLE

COMPANY NAME

MAILING ADDRESS (NO P.O. BOX)

CITY

STATE

ZIP CODE

PHONE

HOME PHONE (EMERGENCY USE ONLY)

EMAIL

DATE OF BIRTH

NAME FOR BADGE

APPLICANT IS **OWNER** **NON-OWNER** **IND/ASSOC.**

OF YEARS EMPLOYED IN INDUSTRY

EMPLOYMENT HISTORY LIST FULL-TIME POSITIONS WITHIN INDUSTRY ONLY, STARTING WITH PRESENT THROUGH THE LAST FIVE YEARS

BUSINESS/ORGANIZATION

TYPE OF BUSINESS

DATES OF EMPLOYMENT

YEARS OF EDUCATION COMPLETED

HIGH SCHOOL GRAD, 5 "0" LEVEL GCEs OR EQUIVALENT

COLLEGE, INSTITUTE OR UNIVERSITY DEGREE

ADVANCED DEGREE/CONTINUING EDUCATION

ASSOCIATION MEMBERSHIPS

TRADE ASSOCIATIONS YOU OR YOUR FIRM CURRENTLY BELONG TO

RETURN THIS FORM, DEPOSIT (\$275) AND NON-REFUNDABLE APPLICATION FEE (\$25) TO:

Manufacturers' Representatives Educational Research Foundation ■ 8329 Cole Street ■ Arvada, CO 80005

REPRESENTATIVE (CPMR®) APPLICATION

REFERENCES PLEASE LIST THE NAMES AND PHONE NUMBERS OF TWO PERSONS TO WHOM WE MAY MAKE INQUIRIES ABOUT YOUR QUALIFICATIONS. THE INSTITUTE WILL CONTACT THEM IF NECESSARY.

REFERENCE 1

REFERENCE 2

IN MAKING THIS APPLICATION I fully understand that it is an application for enrollment purposes only in order to complete registration. I further understand and by my signature subscribe to the CPMR Code of Ethics with the knowledge that any false statement or misrepresentation that I may make in the course of these proceedings may result in the revocation of this application and the issuance of a complaint of violation on said Code.

SIGNATURE

DATE

CHECK ENCLOSED

PLEASE CHARGE \$300 TO MY AMEX MASTERCARD VISA DISCOVER

ACCT NUMBER

EXP DATE

NAME AS APPEARS ON CARD (PLEASE PRINT)

BILLING ADDRESS (IF DIFFERENT FROM MAILING ADDRESS)

CITY

STATE

ZIP

OFFICE USE:

MRS _____

XLS _____

YP _____

PLEASE AFFIX YOUR



BUSINESS CARD HERE

CODE OF ETHICS

The Code of Ethics for the Certified Professional Manufacturers Representative designation has been adopted to promote and maintain the highest standards of service and personal conduct among its elite members. Adherence to these standards is required for acceptance in the program, and serves to assure public confidence in the integrity and service of the CPMR[®] program and its graduates.

As a Certified Professional Manufacturers Representative, I pledge to:

- 1** Maintain the highest standard of personal conduct.
- 2** Promote and encourage the highest level of ethics within my industry.
- 3** Maintain loyalty to the organization that employs me, and pursue its objectives in ways that are consistent with industry interests.
- 4** Recognize and discharge my responsibility and that of my industry to uphold all laws and regulations relating to the CPMR[®] policies and activities.
- 5** Strive for excellence in all aspects of my industry.
- 6** Use only legal and ethical means in all activities.
- 7** Accept no personal compensation for related services or activities except with the knowledge and consent of the management of my company.
- 8** Maintain the confidentiality of privileged information entrusted or known to me by virtue of my position.
- 9** Refuse to engage in, or countenance, activities for personal gain at the expense of my company or the industry at large.
- 10** Always communicate internal and external statements in a truthful and accurate manner.
- 11** Cooperate in every reasonable and proper way with industry colleagues, and work with them in the advancement of the selling profession.
- 12** Use every opportunity to improve public understanding of Manufacturers Representatives and Agents and their positive impact upon my industry.



The Manufacturers' Representatives Educational Research Foundation, A Charitable Education Foundation

8329 Cole Street ■ Arvada, CO 80005

T 303.463.1801 F 303.379.6024

www.CPMR.biz ■ Certify@MRERF.org