

Increase Your Company's Trust Factor to Enhance the Bottom Line

By Daniel Burrus

With billions of dollars in taxpayer bailout money, how much do you trust the leadership of the banks that, after record losses, gave themselves unprecedented raises? How much do you trust the leaders of Wall Street? How much do you trust our government's ability to manage the money they have given to the banks or the auto industry? How much do you trust the leaders of the auto industry to do the "right thing" with the bailout money? This growing lack of trust can have serious consequences as we try to reverse the economic meltdown and bring about positive change and growth.



The one thing every business professional should be certain about, regardless of industry, is that the future is all about relationships. And the one thing all relationships need to survive is trust. In fact, trust is the glue that holds the net-enabled knowledge economy together. The more trust you have with someone, the more powerful the relationship. The less trust you have, the weaker the relationship.

In business, trust is something you must earn. You do so by displaying three universal values: honesty, integrity, and delivering on promises. In fact, no matter where you travel around the world and regardless of religion or culture, those three values are the same.

Because people worldwide place such a high emphasis on trust, many companies cite

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Spend 90 minutes with online marketing expert, Bob DiStefano, to [learn how to transform your Website into your most powerful marketing tool](#). Whether you are an online marketing novice or an expert, you will learn actionable tips and proven strategies to:

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- The most effective online lead generation techniques that most companies fail to use
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SAVE THE DATE! ISD/FPDA Joint Industry Summit October 4-8, 2010

The PGA National Resort & Spa

West Palm Beach, Florida

Plans are underway for this exciting 2010 event. Teaming with the ISD will greatly enhance the program value, capitalizing on expanded networking while providing unique opportunities for members to explore new product lines and business alliances. Details will be forthcoming.

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FPDA Benchmarking Data At Your Fingertips

FPDA offers a variety of benchmarking tools designed to provide you the information you need to help run your business effectively and profitably.

FPDA Bi-Annual Compensation Survey Deadline Extended: Respond by March 15!

Hiring and keeping good employees is essential to the profitability of your business, especially in today's economy. To achieve that goal, you must consider your overall employee compensation plan not just your pay scales, but your benefits program as well in comparison to other firms in distribution.

How does your firm's employee compensation package stack up in the industry? To help you evaluate your situation, FPDA is co-sponsoring the **2010 Employee Compensation Study** conducted by Profit Planning Group. Approximately 2,500 firms in over 35 distribution lines of trade will be participating.

The value of this survey is threefold:

- The results help you determine where your compensation plan stands not only within the industry but also compared to other companies in distribution.
- The data helps FPDA respond to legislative proposals regarding government-mandated health and leave benefits for employees.
- The information helps companies that must prove their compensation is "reasonable" within the constraints of the Internal Revenue Code.

FPDA "Key Indicator" Report Offered Monthly to Members

FPDA, in conjunction with Cleveland Research Company, releases a monthly Key Indicator Report based in part on data collected from FPDA Distributor and Manufacturer Members. Graphs and analysis on monthly sales growth, sales growth outlooks, end market performance, pricing and inventory environments, and key manufacturing sector indicators are provided in the Report. Participating firms receive these reports immediately; all members are able to download the monthly report when they receive **FPDA Express**.

FPDA Snapshot Survey Explores Distributor Sales, Orders and Inventory Levels Monthly

Today, more than ever, you need real, hard data to help you manage your business effectively. FPDA offers this monthly report to help meet your business needs. This monthly Snapshot Survey is an online, interactive monthly index of fluid power distributor sales, orders, and inventory levels providing customizable graphs. Distributors enter data and can then download reports comparing their data with others in the industry. Manufacturers have the ability to download reports as well. To learn more about this program, please visit the FPDA website or contact the FPDA office.

Annual Profit Report

Coming later this spring is the annual Profit Report prepared by Profit Planning Group. This is an annual financial analysis of typical distributor performance in terms of sales growth, return on investment, gross margin, and additional comparative financial performance information. Participating members are provided an individual Company Productivity Report, which can be used to compare company profitability to the industry.

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FPDA Certification

FPDA Pilot Exam Participants
Needed

FPDA has been in the process of finalizing a comprehensive sales-based certification exam – the Motion & Control Sales Professional or M+CSP. This new certification focuses not only on sales and business knowledge, but incorporates hydraulic, pneumatic *and* motion control technologies. It is designed to support overall sales effectiveness, integrating both the technologies *and* sales strategies needed to enable better consultative selling, and ultimately your company's credibility with customers.

We are currently piloting the new M+CSP exam in order to make any edits to the exam and to determine the final pass/fail scoring. This is an on-line process and participants will access the exam via the internet from their offices. There will be a small fee of \$15 to cover administrative costs for pilot participants; when the M+CSP program goes live, the certification fee will be \$249 per person with a special introductory offer of \$199, so this represents a huge benefit for participating in the pilot!

FPDA Member companies will have the ability to nominate up to 3 participants for the pilot exam. Please submit your candidates via the live link below, which will take you to a form requesting information such as name, position, length of time with the company, experience level, etc.

The test will include approximately 200 multiple choice questions; participants will be able to take two 90 minute online exams to break up the process.

Please [click here](#) to access the nomination form. Simply fill it in, print and fax it to 410 263-1659. Thank You for your support!

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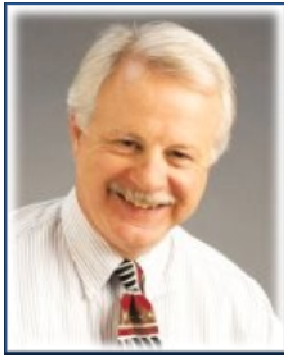
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Staying Motivated in Challenging Times

By: Dave Kahle

I just recently received this question:

"I really struggle with the highs and lows of field sales. Most days I feel like the weight of the world is on my shoulders. In this economy, especially, it's difficult to stay positive. Any suggestions?"

This is one of those rarely voiced issues that every sales person must confront sooner or later. Sales is an emotional roller coaster, and unless you figure out how to manage those emotions and keep yourself motivated, you'll have a difficult time succeeding.

This is particularly true right now. As I write this, in the middle of 2003, the economy continues to struggle, and unemployment is higher than it has been for years. Many companies are cutting back, there are fewer jobs available, and pressures to perform are greater than ever.

I can empathize with the anxiety felt by the reader. It's easy to lose our motivation.

However, even though the world around us may be dreary and depressing, that in no way reduces our personal need to do the best we can. And that means that we all have a responsibility to stay motivated.

It is amazing what a difference a few degrees of attitude adjustment can make in our performance. Try this little exercise. Tell yourself these things: "Business is terrible. All of my customers are struggling. No body wants to see me, and when they do, it's just to complain." Now wallow in those thoughts for a moment, and note how much energy and enthusiasm you have.

As you reflect on this exercise, it's clear that your energy, enthusiasm and drive to succeed come as a result of your thoughts. And here is one of the most powerful truths

known to mankind: You can control your thoughts.

Succeeding in difficult times depends a great deal on our motivation. Staying motivated requires us to take charge of our thoughts.

I've heard dozens of sales people say, "I've tried positive thinking. It just isn't me." I agree that it is difficult to patch a bunch of positive thoughts on top of an essentially negative personality. The issue is deeper than that. Let's, therefore, examine the deeper issues.

At the heart of motivation lies a pair of powerful beliefs which you must embrace if you are going to successfully motivate yourself. Without a wholehearted commitment to these foundational beliefs, all the techniques and tactics for self-motivation are like spreading wall paper over crumbling plaster. It may hold temporarily, but it is soon going to deteriorate into a mess.

Here's the first foundational principle: You must believe that you can do better than you are now doing. The second is this: You must accept that it is your responsibility to do so.

Sounds so simple and common sense. However, the more I observe people, and salespeople specifically, the more convinced I am that the majority of people do not share these core beliefs. Rather, they are in the habit of making excuses for their situation. Or, they believe that it's really fate that determines their success, not their actions. Or, they believe that success is for someone else, not them. They never really grab onto the first of these foundational principles.

Others believe that they can achieve greater degrees of success. They embrace the idea, intellectually. They accept the first principle, but they never internalize the second. They become content with their situation, no matter what it is, and remain in pre-established comfort zones. Or they look at their manager as the person who is responsible for their success, or lack thereof. Or, it's their parent's fault, or their spouse's, or... the list goes on.

Whether you are struggling with a lack of energy that accompanies a bad day, or you're depressed and frustrated with your lack of progress on a larger scale,

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“trust” in their list of organizational values. And by nature, most people are indeed trusting of others. But because trust is assumed, many companies have a tendency to implement strategies that undermine trust. They fail to make trust a conscious part of their strategy. Instead, trust stays in the back of their mind, and that’s when problems begin.

For example, call your Telephone Company or Internet Service Provider today and tell them you’re going to cancel your service and go with a different provider. Chances are that in order to keep you as a customer, they’ll respond by offering you a lower rate. Does that make you trust them more? No. In fact, you’ll probably feel that you’ve been getting ripped off all these years and should have gotten that lower price all along. Policies such as these train customers to distrust the company.

But trust mishaps don’t just happen with external customers and the public; they also happen internally with employees. A few years ago one major company laid-off a few thousand employees. Rather than meeting with people individually, laying them off with dignity and providing support services, the company had their security guards tell those being laid-off the bad news, gave them their paperwork, watched them clean out their desk, and then escorted the former employees out the door. The employees still working there learned one important lesson that day: Never trust upper management.

Despite their actions, companies that violate trust are not evil. Rather, they’re simply not thinking about trust when they lay out a course of action or outline policies. Therefore, in order to foster trust in your organization, consider the following strategies.

Never assume trust.

Whenever you’re bringing about any change, either internally or externally, create a “trust meter.” Think of this trust meter as an old fashioned gas gauge: On the far left is no trust, and on the far right is full trust. Before you implement any change, ask yourself, “Between us (the company) and the people who will be impacted by this decision or policy, where is trust currently?” Mark it somewhere on your trust meter. Then ask, “If we implement this change in this way, what will happen to that trust?” Mark whether you think trust will go down, stay the same, or increase.

If trust will go down, *don’t implement the change in that way.* This doesn’t mean don’t enact the change, decision, or policy. It simply means not to do it in the way you’ve outlined. Change how you implement the decision or policy so trust stays where it is. And if anyone on your team can come up with a way to get the trust meter to increase when implementing the change, reward

that person openly, because you want that behavior repeated. Remember, when you raise the bar on trust, your organization will thrive.

Offer more value to reward loyalty.

As you decide what policies and changes your company will implement, think in terms of adding value rather than giving something for nothing. For example, one newspaper publisher sent out a \$190 yearly renewal notice to customers. Those customers who didn’t renew by the deadline received a phone call about the renewal. The newspaper employee offered the customer a deeply discounted renewal rate of \$90. This is “something for nothing” mentality, because now the customer sees less value in the product (and feels ripped off for paying the higher renewal price in the past).

A better strategy would be to offer the customer a few additional months of newspaper delivery for no extra charge. So now instead of getting twelve months of newspaper delivery for a certain price, the customer gets fifteen months of service for that same price. When you think in terms of rewarding loyalty with more value rather than a lower price, people feel that the company is giving them a genuine “thank you.” They feel appreciated (something everyone wants to feel) and will actually want to keep doing business with you. Therefore, pinpoint what your customers will perceive as added value and make that a part of your policy change.

Think in terms of the other person’s perspective.

No matter how hard you try, sometimes mistakes will happen and trust will decrease. But rather than accept the lower level of trust, see this time as an opportunity to raise the bar on trust with those who are feeling less of it. For example, suppose you have a major disagreement with one of your key distributors. You both think the other is wrong. This is when you need to step up and say to the distributor, “We’ve had a long and trusting relationship with you and we don’t want to lose that. What can we do to make you happy?” The answer you’ll hear will likely be more than fair because the conversation has now shifted from a confrontational to a relational one. Everyone will come out a winner.

Survey customers and employees about trust.

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Mobilize Your Sales Force



It's Okay To Say "No" How to Say "No" without Losing Your Job or Damaging a Relationship

By Steve McClatchy, President
Allerer Training & Consulting

Saying "no" for some people can be a very difficult and uncomfortable thing to do. What if I told you that the people best at saying "no" to poor uses of their time never actually have to say it? What they say instead is that they have something else planned, and they do.

If you were to invite me to a backyard barbeque and I were to tell you that I was out of town at a wedding that weekend, would you accept that answer as a "no?" If you were my boss and you asked me to do something that you needed done today, and I told you I am scheduled to be in a seminar all day, would you accept that answer as a "no?"

You say no to things all day long without realizing it. When you devote your time to any one task or activity, you are in essence saying no to everything else you could be doing at that same time. For example, if you and I were in a meeting together, you would in effect be saying no to phone calls, emails, other meetings and interruptions during that time. You would also be saying no to vacations, time with family, friends, pets, hobbies, being at the beach and a million other things. Every time you say yes to one thing, by default, you say no to everything else.

There seems to be an unwritten rule when it comes to requesting a person's time. If they already have something planned for the time you're requesting, then you try to find another time that will work. Not all the time, adjustments can always be made, but when you request someone's time and they make reference to a written plan or even pull it out and show it to you how do you respond? I'll bet, like many of us, you start discussing a time they don't have planned for their help.

Why do we show such respect for someone who has planned their time in writing? When we plan, we are committing in advance to the time required to complete the plan. We have considered all that needs to be done, prioritized the list, made decisions about when each task will be completed and even invested the time to write it down so we don't forget. This is not easy to do, and it's not always fun, but we all know it's when we are most effective. This is why so much respect is given to someone who has their time planned.

Event and meeting planners understand the importance of this concept. Have you ever gotten a post card in the mail that says 'save the date'? The reason you are receiving such a card is because the sender knows that when an event is planned and/or scheduled on your calendar it is more likely to happen because it is easier for you to defend. When someone requests your time for that same time you will most probably say "I'm sorry, I am out of town at a wedding that weekend."

Have you ever had someone ask "what are you doing Monday night?" or ask you what you were doing at a certain time without telling you why they were ask-

ing? The reason this happens, and it seems to happen to all of us, is because unplanned time is more difficult to defend. If you were to ask me what I was doing this weekend and I said "I don't think I have anything," it would be very difficult to say no to what you were asking me to do, even if it were to come over and watch paint dry. People believe that if your time was important you would have it planned. **If what you're doing is not planned then how important can it be?** For this reason, they believe that if you don't have a plan, whatever they bring to you should be given greater importance.

When you have a plan it gives you choices. If a request for your time is a higher priority than what you have planned, it may require some shifting of priorities (especially if what you have planned involves other people), but you can certainly make the appropriate adjustments. But if the opportunity is a poor use of your time, with a plan, you have a socially acceptable way of saying no. Planning your day provides you with choices; it doesn't limit them.

It's much easier and more socially acceptable to say you have something else planned than to just say no to someone. I'm not suggesting that you just say you have something else planned, but that you actually do. I even suggest in some cases (your boss for instance) showing the other person your plan so they can see it.

So what, in your life, is worth defending? What is worth taking the time to plan and schedule? What would make your life better, reduce your stress, move your business forward or improve a relationship? Is it exercise, creating a budget, finding a mentor, scheduling date night, benchmarking the competition, networking or enrolling in a training class? If these things are not planned and scheduled I can guarantee you they won't happen. Take the time to plan and start saying yes to the right things be-

fore you find yourself caught up in doing the wrong things.

Steve McClatchy is an international speaker, writer, consultant, trainer and founder of Alleer Training & Consulting. Alleer provides training and speaking services in the areas of Consultative Selling, Time Management and Leadership. If you would like to learn more about the ways Alleer can be a resource to your organization email Steve.McClatchy@Alleer.com or call 1-800-860-1171.



Tech Tip # 40
By: Gregg Marshall

How To Make The Most of The Digital Age

Keeping Track of Your Expenses

If you travel for business, whether you own the company or work for someone else, you have to keep track of your expenses. If you are the owner, that "boss" called the Internal Revenue Service is likely to ask for your travel and entertainment expense documentation. If you work for a company, they'll want an expense report before reimbursing you for your expenditures.

Keeping track of expenses is a royal pain. For years I used an envelope and when I got home, or on the plane ride home, I'd sort the receipts and enter the results into a spreadsheet. If I lost my receipt, I'd usually never get reimbursed since I didn't remember to put it on the spreadsheet. And, of course, some of the thermal cash register receipts had been baked in a rental car, making them almost unreadable.

There really is a better way. I ran into a pro-

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Have employees, business partners, and customers rate you on trust. You could even have them fill out the trust meter for you. With

Increase Your Company’s Trust Factor (cont’d from cover page)

this feedback, you will know where you stand and can make adjustments. All too often, trust is undermined and the company and its leaders are the last to know, and this can be disastrous. If you are the first to know, you can make corrections before it is too late. This also shows everyone that relationships and mutual trust are not just words, they are imperatives.

Trust Provides a Big Advantage in Any Economy

Too often, customer service and support are cut back when the economy heads south. People are laid-off with no warning or support. Face-to-face customer meetings are cut back or canceled. But this is a time to do the opposite. When things are bad, relationships become more important! Doing things better stands out more. Becoming a trusted advisor versus a sales person stands out. Going the extra mile is more unique.

When you increase trust, your relationships will deepen. This will allow you to bring about change faster and more effectively, and to improve your business.∞

Daniel Burrus is considered one of the world's leading technology forecasters and strategists. He is the founder and CEO of Burrus Research, a research and consulting firm that monitors global advancements in technology driven trends to help clients better understand how technological, social and business forces are converging to create enormous, untapped opportunities. The New York Times has referred to him as one of America's top three business "gurus" in the highest demand as a speaker. For more information on the services and products offered by Daniel Burrus, please visit: <http://www.burrus.com>

Do You Have Some Exciting Company News That You Would Like To Share?

Please send it in to the FPDA Office to be included in the next FPDA Newsletter!

You can email news and updates to nweber@fpda.org.

FPDA Upcoming Educational Programs

March 9, 2010: **How to Make Your Website a Lead Generation Machine**

March 24, 2010: **Customer Face Time: The Importance of Reviewing Your Sales Proposal in Person**

April 7, 2010: **Building Personal, Professional Business Relationships**

April 13, 2010: **Seven Steps to Search Engine Marketing Success**

May 11, 2010: **How to Be Successful with Email Marketing**

For additional webinars and online registration for these events, please check the FPDA website. There are new events added throughout the year.



Keeping Track of Expenses (cont'd from page 9)

portable sheet fed scanner that can take receipts, documents to save, even business cards. It seemed like total overkill that the program installed a full runtime Microsoft SQL database, but what the program can do is worth the overhead.

If you scan a receipt, say from Office Depot, it keeps the image for the IRS. It then converts the image to text using optical character recognition. Then, knowing the receipt is from Office Depot (because it recognizes the name), it can automatically determine the format of the receipt and enter the right amounts for office supplies and taxes, etc.

The program seems to have a large collection of receipts it can automatically recognize so when you scan one, all the work, even down to classifying what expense category the receipt is for, is done automatically. When you get home, you can print an expense report, or export the data to another program. You can also print various reports for any period, such as the whole year, to keep in your records.

It saves the images, so if at some future time someone (like the IRS) wants to see the receipt you can bring it up on your screen and/or print it. As I said before, the program also comes with software that can scan business cards directly into your contact management system, such as Outlook. Or you can scan documents and save the images. Why does anyone keep track of expenses any other way?

Gregg Marshall, CPMR, CSP, is president of Rep Connection Inc. He can be reached by e-mail at gmarshall@repconnection.com, or visit his LinkedIn profile at <http://www.linkedin.com/in/greggmarshall>.

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Results-focused Online Marketing Webinar Series' with Bob DeStefano of SVM E-Business Solutions

Sure you have a Website, but have you truly harnessed the power of online marketing to produce business-building results for your company? Your answer can be the difference between a Website that is a money-maker and one that is nothing more than a glorified brochure.

In this results-focused three-part Webinar series, online marketing expert Bob DeStefano will make online marketing understandable and provide you with a practical roadmap for transforming your Website into your most powerful marketing tool.

You will learn how to harness the power of a customer-focused Website, search engine marketing and email marketing into an integrated marketing system that will continually generate new business, strengthen relationships with customers and maximize the results from your marketing investments.

Webinar 1: How to Make Your Website a Lead Generation Machine on March 9th at 1:00pm EST

Webinar 2: Seven Steps to Search Engine Marketing Success on April 13th at 1:00pm EST

Webinar 3: How to Be Successful with Email Marketing on May 11th at 1:00pm EST

Bob DeStefano is an online marketing strategist and professional speaker with over 15 years experience helping B-to-B companies produce business-building results.

As president of SVM E-Business Solutions, a leading B-to-B online marketing agency, Bob has worked with a wide variety of companies, from Fortune 500 companies to small family-owned businesses, to help them leverage online marketing to achieve bottom-line results. Visit www.svm solutions.com for more information on Bob and SVM.

Register Online at www.fpda.org

Staying Motivated In Challenging Times (Cont'd from pg 5)

the first thing to do is examine your core beliefs. If you really accept these two principles, you have the keystone in place to become highly motivated.

Having said that, there are some specific techniques that you can use to keep yourself motivated day-to-day. Here are a couple proven techniques.

1. Have something you are working to accomplish.

This can be an important and compelling goal like saving enough money for a down payment on a house. When you are working toward something like that, your emotions of the moment have a tendency to be lower priority than your drive to achieve. If you are trying to make money for a home for your family, so what if you're tired or depressed? Get out and do it.

The same thing is true of a compelling purpose. I believe that every salesperson should have a clear articulation of his/her purpose in life. I once began a ten-week sales training program with a requirement that everyone write a two-sentence "life purpose." Why is that? Because it gives power and focus to everything you do. In the job of the salesperson, there will lots of times when you find it to be difficult, when things don't go your way. You may lose a big deal, or be unable to get anyone to return your calls. At times like those, it sure helps to view them within the context of a larger perspective - a life purpose.

2. Proactively put positive thoughts into your mind.

Make a point of taking charge of your mind and the kind of thoughts you choose to think. Wise and thoughtful people for ages have discovered an extremely powerful principle: You actions arise from your thoughts, and you can choose your thoughts.

Controlling and managing your thoughts is one of the basic tenants of Zen Buddhism, for example. In the Christian context, the apostle Paul said, "Be transformed by the renewing of your mind." Philosophers, educators, and thinkers of every generation conclude the same thing.

But the power of this truth is not reserved just for philosophers. Sales people can make use of it as well.

Do this -- invest in a couple of audio programs - good, positive stuff like my Smart Selling, or How to Become a Master of Distributor Sales. Or, find something at the local library. Then, as you drive between appointments, and on your way home after work, listen to those tapes or CDs. You'll find yourself thinking positive thoughts. Those positive thoughts will lead to a more positive attitude. That attitude will evidence itself in more focused actions. Those actions will lead to better results.

Read educational and inspiring books and periodicals. There are literally hundreds of good sales books published each year. Spend 30 minutes at your local Barnes & Noble, Borders or business book store and you'll find several works that will interest and stimulate you.

The World Wide Web is awash with resources. In addition to my own monthly ezine, I'm aware of at least five regular electronic publications for salespeople, and there are probably dozens more.

There is no realistic limit to the amount of positive, educational material available to you. If you are not regularly exposing yourself to some of this, it is because you are choosing to not be motivated. All of these sources will give you ideas, stimulate your mind and encourage you. The result will be more positive thoughts. And the result of that will be a motivated, successful person.

Succeeding in difficult times requires you to take charge of your motivation. Now is the time to take this most important step to becoming a true professional. ∞

About Dave Kahle, The Growth Coach®: Dave Kahle is a consultant and trainer who helps his clients increase their sales and improve their sales productivity. Dave has trained thousands of salespeople to be more successful in the Information Age economy. He's the author of over 500 articles and five books. His latest is [10 Secrets of Time Management for Salespeople](#).



Visit The FPDA Website For More Information on the New Certification Program!



Advertising Insertion & Sponsorship Order Form

Advertiser: _____ Contact Name: _____ Address: _____ City: _____ State: _____ Zip: _____ Contact Phone: _____ Fax: _____ E-mail: _____ Website Address: www. _____ Agency Name: (if applicable): _____ Contact Name: _____ Address: _____ City: _____ State: _____ Zip: _____ Contact Phone: _____ Fax: _____ E-mail: _____	Insertion # _____ FPDA Member? ____yes ____no
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Submit this form to address listed below with full payment.

Place a check mark in appropriate box.

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<input type="checkbox"/> May/Jun	<input type="checkbox"/> May	<input type="checkbox"/> June			
<input type="checkbox"/> Jul/Aug	<input type="checkbox"/> July	<input type="checkbox"/> August			
<input type="checkbox"/> Sep/Oct	<input type="checkbox"/> September	<input type="checkbox"/> October			
<input type="checkbox"/> Nov/Dec	<input type="checkbox"/> November	<input type="checkbox"/> December			

Payment must be received with order.

TOTAL \$ _____

Payment Information:

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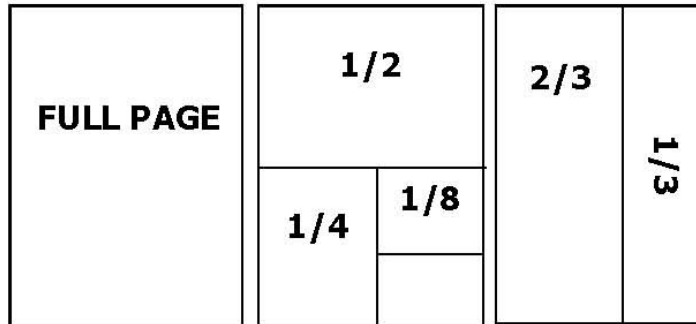
Advertising & Sponsorship Rate Sheet

Advertising Rates for FPDA E-News <small>issued 6 times per year</small>						
Member Rates (per issue)				Non-Member Rates (per issue)		
	1X	3X	6X	1X	3X	6X
Full Page	\$300	\$275	\$250	\$390	\$360	\$325
2/3 Page	\$240	\$220	\$200	\$310	\$285	\$260
1/2 Page	\$180	\$165	\$150	\$235	\$215	\$195
1/3 Page	\$125	\$115	\$105	\$165	\$150	\$135
1/4Page	\$100	\$90	\$85	\$130	\$120	\$110
1/8 Page	\$60	\$55	\$50	\$80	\$70	\$65

Note: All rates are net, non-commissionable.

To Submit Advertisement or Sponsorship:

1. E-mail .tif, .gif or .jpeg file to nweber@fpda.org or mail crisp, clean, camera-ready art or photo for scanning to below address.
2. Mail Advertising Insertion & Sponsorship Order Form including payment to below address.



Sponsorship Rates for FPDA Express <small>(issued 12 times per year)</small>							
Member Rates (per issue)				Non-Members Rates (per issue)			
1X	3X	6X	12X	1X	3X	6X	12X
\$150	\$100	\$85	\$75	\$350	\$250	\$140	\$130

*Logo maximum: 120 width x 70 height pixels

Note: All rates are net, non-commissionable.

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Mail Advertising Insertion & Sponsorship Order form with payment to:

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