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FEDA Education Foundation

2250 Point Blvd., Ste. 200

Elgin, IL 60123

800-677-9605 Fax 800-677-9607

E-mail: feda@feda.com

Web site: www.feda.com

FEDA to Participate in University of Industrial Distribution Program For Third Consecutive Year

Scholarships Available for Spring Session

Continuing its push for on-going training and educational advancement for professionals in the dealer community, FEDA's Education Foundation is once again encouraging FEDA members to get their middle management associates involved in the University of Industrial Distribution's (UID) upcoming spring session. Slated for March 4-7, 2007, at Indiana University/Purdue University in Indianapolis, Ind., the UID program features a distribution-focused curriculum taught by an all-star list of distribution experts—Bill McCleave, Steve Epner, Don Rice, etc.

Courses available during the four-day program include "Coaching for Sales Success: How to Create Value-Added Sales Culture," "Planning and Managing the Distributorship for Greater Profits," and "Hiring the Right Salespeople." The best part is that UID participants get to create their own curriculum in areas of concentration such as sales and marketing, financial management and operations and administration.

It's a great opportunity for anyone in middle management looking to advance their knowledge and their careers. As a matter of fact, FEDA's Education Foundation believes so strongly in its value, that it is offering 10 scholarships to those from FEDA member firms who are interested in attending the March session. To take advantage of this great offer (a \$995 value), return the scholarship application that was mailed out in October to the FEDA office no later than November 30, 2006.

Applications also must include a recommendation letter from the president/owner of the company. FEDA Education Foundation Trustees will review the submitted materials and will select the scholarship recipients, which will be announced by January 19, 2007.

If you did not receive an application form or have questions, please call the FEDA Education Foundation Executive Vice President, Ray Herrick, at 800-677-9605.

Do You Have A SalesPro on Your Team?

If you have someone in your sales organization that you would classify as forward-thinking, ambitious and thirsty for knowledge, then chances are you have a *SalesPro* in the making. So, why not have them apply for the FEDA *SalesPro* Certification? To qualify for certification, candidates must meet the following criteria:

-At least four years of sales experience in the E&S industry, verified by a FEDA member employer.

-Fulfill the Core Curriculum requirements and one Elective, which is listed below.

Core Curriculum (Documentation of having completed all of these components is required):

-FEDA's regional Sales Boot Camp. (This may be waived if the salesperson has been in the industry in a sales capacity for at least

seven years and their employer requests that it be waived.)

-One additional professional sales training program. Examples of approved programs include Dale Carnegie; The David Sandler program; Local Chamber of Commerce approved sales training and the Sales and Marketing Executives program. This is not an exclusive list and all sales training programs will need to be approved by the foundation.

-CFSP status through NAFEM.

-An approved program/webinar on AQNet (AutoQuotes).

--Completion and passing of 12 of FEDA's online product education segments. (This also may be waived with the employer's permission as long as the applicant has worked in the industry for seven or more years.)

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-Completion and passing of all three of the Foundation's online courses: Negotiating Skills; Customer Service; and Dealer Profitability Management. (Courses are available on the FEDA University website.)

Electives (Documentation of having completed one of these is required):

-FEDA's Train the Trainer Sales Management Program or an approved comparable program.

-Serv-Safe certified by a state restaurant association or other industry related organization.

-A course specific to sales engineers, such as "Putting Engineers on the other side of the plate," which will be provided by Doug Fryett. (Course may be replaced with an approved comparable program.)

-A course on "Basic Equipment Installations: Understanding and Applying the Basics." Course will be provided by Doug Fryett or

CFSA. (Course may be replaced with an approved comparable program.)

-A commercial kitchen applications course, such as the ones provided by Johnson and Wales or the Culinary Institute of America. Courses provide hands-on experience in food prep in a professional kitchen.

The FEDA Education Foundation Board is open to considering courses provided by universities, two-year colleges and other business and industry training programs that would add value to the both the Core Curriculum and Electives. Approval of any substitute program will be based on it being submitted in writing and approved by the FEDA Education Foundation.

Persons who achieve the status of Certified Sales Professional (*SalesPro*) will be required to apply for re-certification every two years. For more details on how to apply for the new FEDA *SalesPro*, call the FEDA office at 800-677-9605.

FEDA Boot Camp Content Continues to Get High Marks

2 regional meetings held in Illinois and New York

Picking up where it left off in 2005, the latest round of the FEDA Sales Boot Camp garnered lots of thumbs up from the 65 dealer salespeople in attendance, thanks to two high-energy presentations from speaker/teacher Hal Becker.

With a series of characteristic anecdotes on the topic "No Non-Sense Selling," Becker emphasized that selling is asking, not telling and listening, not talking. He also covered the importance of time management, being organized and hard work—the one thing he attributes to his rise as the No. 1 salesperson at Xerox years ago. Not surprisingly, hard work is also one of many things that distinguishes a top sales producer from an average one. Here are a few others, according to

Becker. A successful salesperson is always honest, makes more sales calls than anyone else, asks lots of questions to find out what the customer wants, knows his or her competition as well as the product, inside and out, and focuses on the customer, not the sale.

To learn more, register to participate in future regional meetings. Plans are currently underway for sales boot camps in 2007 and 2008. Look for more details in the future, along with information about a new presenter.

Thank You, Thank You

FEDA would like to thank its manufacturer friends for their support. A special thanks to the Hobart Corp. and NAFEM for sponsoring the Sales Boot Camp program, and Edlund for sponsoring the Cocktail reception.

FEDA Education Foundation Gets New Home

After operating in the heart of Chicago for years, The FEDA Education Foundation recently packed its bags and moved to its new location in Elgin, Ill. To contact the Foundation by phone, call 224-293-6500. Or, mail your correspondence and donations to the FEDA Education Foundation, 2250 Point Blvd., Ste. 200, Elgin, IL 60123.

2007 NAFEM Show Around The Corner

Mark your calendars for the premier foodservice equipment and supplies exhibition, The NAFEM Show. Next year, this heavily-attended industry event will take place October 11 - 13, 2007, in Atlanta, Ga., at the Georgia World Congress Center. For more information on speakers, events, hotel reservations and travel, visit nafem.org.

Have You Hugged Your Customers Lately?

*By Tom Reilly, author of
Value Added Selling*

Have you hugged your customer lately?
Have you told 'em that you care?
Have you reached out boldly
And said, "We know you're there?"

What have you said?
What have you done?
How have you hugged 'em
And said, "You're number one?"

In a crazy, mixed-up,
me-first world
Where greed is the game
to play,
Have you hugged your
customer lately
And said, "In our book
you're ok?"

When the well is dry,
And your hopes are low,
And your business has gone
to pot . . .
You don't have to look far,
Just beyond your nose,
Cause you've hugged your
customer not.

Have you taken 'em for
granted,
Expecting to rule the roost?
Or have you hugged 'em
fondly
And given your sales a boost?

I'm a hugger, a plugger, and a
big-league slugger
Because I follow this simple
rule. If I want to succeed and
make my mark
I just live like a huggin' fool.

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Visit Tom Reilly online at
www.TomReillyTraining.com