



November 16, 2010

## NEDA Headlines

### 2011 Online Marketing Trends to Know

#### Thursday, December 9, 2010 | 3 PM Eastern (Noon Pacific)

Online users spent more than \$250 billion last year. What percentage of your business came from that pool? How about in 2011? Are you realigning budget and resources to get higher percentage of each relationship's mindshare and wallet share? How do you know? What is your view of customer lifecycle?

Join David Nour, author of Relationship Economics and Social Networking Best Practices Series, on Thursday, December 9, 2010 at 3 PM Eastern (Noon Pacific) to learn how to reorient your business toward a more holistic approach. In 60 minutes he will start with addressing the key market, distribution, product, core competencies and innovation assumptions you need to consider and redefine to better serve your online marketing goals and objectives in 2011 and beyond and continue with top online marketing best practices and trends for next year.

For more information and to register go to <http://www.relationshipeconomics.net/AEA.html>

### Electronics Primer For Sale

This book is a one of a kind comprehensive desk reference book that provides a basic explanation of the electronic products and their features, the applications and customers, the market size and future trends, for the manufacturers and their authorized distributors. The book includes chapters on Analog, Communications, Logic, Processors, Interconnect, Passive and Electromechanical Components. The book also includes a glossary of commonly used terms. This is a great book for your sales staff to newly hired employees.

Go to [www.formdesk.com/neda/electprimer](http://www.formdesk.com/neda/electprimer) to order your copy today!

### Sales & Marketing Optimization and Pricing Optimization Seminars

Be sure to take advantage of these upcoming seminars at Texas A&M University.

**Sales & Marketing Optimization Seminar December 7-8, 2010** — Learn best practices in sales and marketing for distributors.

This program will address:

- What is the overall sales and marketing framework - starting from processes to metrics to shareholder value?
- What are the best practices in sales and marketing?
- What are the components of sales force effectiveness?
- What are the basic components of the sales process and associated tools, metrics, and resources?
- How do you combine science and art aspects of sales and marketing processes?
- How to link sales and marketing processes to shareholder value?

Registration for the Sales & Marketing Optimization Seminar is available online at [www.formdesk.com/neda/sales](http://www.formdesk.com/neda/sales)

**Pricing Optimization Seminar December 8-9, 2010** — will focus on scientific pricing framework: new methods, tools and techniques to increase profitability.

Pricing is the gross margin inverse of asset management and procurement procedures. While the latter are designed to decrease cost (the lower margin boundary) the former is designed to raise revenues (the upper boundary). Pricing is typically market-based but pricing decisions are very complex and, when made in an information vacuum, will sub-optimize gross margins for the firm. This course will address practical methods to set and manage prices using existing information in order to maximize profitability.

This program will address:

- How to effectively classify / segment the customer base?
- Elements of the 'cost to serve' variable
- How to systematically maximize margins?
- Why and how to link inventory and customer classifications?
- How to scientifically leverage on existing readily available information?

Registration for the Pricing Optimization Seminar is available online at [www.formdesk.com/neda/pricing](http://www.formdesk.com/neda/pricing)

#### Inside this issue

2011 Marketing Trends to Know, NEDA/AEA Webinar, December 9, 2010, 3:00pm EST

#### The Electronics Primer

Sales & Marketing Optimization Seminar, Texas A&M University, December 7-8, 2010

Pricing Optimization Seminar, Texas A&M University, December 8-9, 2010

#### Save these dates

- Online Sales Success— Lead Generation and Buyer Behavior, NEDA/AEA Webinar, January 13, 2011, 3:00pm EST
- Mobile Marketing— Engaging Them at the Point of Need and Device of Choice, NEDA/AEA Webinar, February 10, 2011, 3:00pm EST
- [University of Industrial Distribution \(UID\)](#), Indianapolis, IN, March 7-10, 2011

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