



October 15, 2010

## NEDA Headlines

### How to Reach New Customers with Online Public Relations

November 16, 2010, 1:00pm EST

The Web and social media have changed public relations forever. No longer is PR only about dealing with the press. Blogs and social media sites empower you to reach your customers and prospects directly, allowing you to establish credibility, build stronger bonds with customers and generate new business opportunities. So, how do you effectively harness online PR to generate buzz that produces results?

Spend 90 minutes with online marketing expert, Bob DeStefano, to learn how to how to unlock your promotional potential with online PR leveraging blogging, content marketing, YouTube, LinkedIn, Facebook, Twitter, online newsrooms and other social media. Whether you are an online marketing novice or an expert, you will learn actionable tips and proven strategies to:

- Generate sales leads with online press releases and articles
- Develop a results-focused blogging strategy
- Harness social media to generate business-building buzz
- Dominate the Google results through content marketing
- Monitor and manage your online reputation

For more information and to register go to <http://aea-5.eventbrite.com/>

### NEDA Surveys are Available

**NEDA Compensation Survey** offers key data to effectively compare your compensation and incentive costs for 30 sales, marketing, management, and E-business positions. The report aggregates the results and presents them by company size based on sales. Includes information on general salary increases, structured adjustments, training hours, turnover data, incentive plans and compensation data by job title and geographic region. The compensation survey is the only industry source for this data and represents your best opportunity to benchmark your personnel compensation with the rest of the industry. To order your copy of the compensation survey go to <https://www.formdesk.com/neda/comp>.

The **NEDA Distributor Productivity Report (DPR)** examines the industry's financial and operating performance, giving you an opportunity to measure your performance against the industry benchmark. Compiled from confidential survey results, the DPR provides broad performance "yardsticks" to measure your own performance and identify areas of strengths and opportunities for improvements. The report includes: financial ratios, asset information, profit margin analysis, sales and purchasing department measures, a ten year history of such measures as return on net worth, sales growth, payroll % of gross margin, sales expense % of gross margin, inventory turns, accounts receivable days, asset turnover, leverage, and many more. The report includes over 60 pages of data, charts, graphs, and analysis. To order your copy of the DPR go to <https://www.formdesk.com/neda/dpr>.

### The Business of Distribution CD

As the title suggests, each of the three related course segments in this course deals with the business of distribution. The first discusses our role in the channel and how we add value for both of our channel partners. The second deals with basic financial facts in distribution, why it is important for the company to make an appropriate gross profit, and why it is a part of each person's job to protect it. The final segment deals with changes in our role, relationships and responsibilities caused by changes in the distribution marketplace.

At \$69.95 (NEDA Members) have unlimited use within the company, The Business of Distribution provides a cost effective tool for making sure that your employees understand your business and their role in it.

Go to <https://www.formdesk.com/neda/business> to order this cd 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?

Who Should Attend?

- C-level executives
- Strategic business managers
- Sales & Marketing Managers

Registration 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.

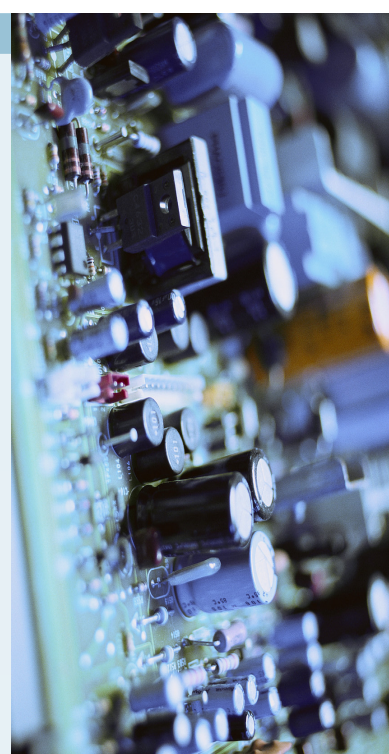
This program will address:

- 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?

Who Should Attend?

- Sales Managers
- Branch & Regional Managers
- Pricing Professionals
- Purchasing Professionals
- Distribution Management Professionals

Registration is available online at [www.formdesk.com/neda/pricing](http://www.formdesk.com/neda/pricing)



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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

- NEDA Executive Conference, October 17-19, 2010, InterContinental Chicago O'Hare, Chicago, IL, register at [www.nedassoc.org](http://www.nedassoc.org)
- 2011 Marketing Trends to Know, NEDA/AEA Webinar, December 9, 2010, 3:00pm EST

## *Thank You! 2010 NEDA Executive Conference Sponsors*

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Monday Breakfast — **Mouser Electronics**

Monday Morning Networking Break — **Allied Electronics**

Monday Luncheon — **EE Times Group, a UBM Company**

Monday Afternoon Networking Break — **Arrow Electronics**

Monday Evening Reception — **Carlton-Bates Company & Littelfuse**

Tuesday Breakfast — **CNA Insurance**

Tuesday Morning Networking Break — **Mouser/TTI**

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