

Chicagoland & Wisconsin Reps: **LAST CALL!** Reservations are due **NOW** for Friday's **Rep-to-Rep Breakfast Round Table** discussion that's all about —

# Accessing & Qualifying New Customers

**Friday, Feb. 26, 2010**



Rose Garden Cafe, 111 E. Higgins Rd., Elk Grove Village, IL

(Just east of Arlington Heights Road ... look for the Elk Grove Woods Plaza sign.)

8:00 - 9:30 a.m. - Full, Hot Buffet Breakfast and Round Table Discussion (in downstairs banquet room)

Moderators: Chicagoland ERA Officers Jim Hartranft, Rich Hobby, CPMR, & Marty Linke

Chicagoland ERA's rep "swap meets" of ideas and advice continue in February with a round table discussion focused on gaining access to and qualifying potential new customers. Has there ever been a more important time to build your roster of prospective buyers? New business opportunities are **THE** focus of both reps and principals right now, so join your fellow reps to brainstorm and exchange best practices about:

- **Identifying new prospects ... Where are they? What do they do? What do they need?**
- **Qualifying prospects ... How do you gain the information you need to know if a prospect is a good fit for your product lines?**
- **Accessing prospects ... How do you identify, gather contact information for and gain access to the "right" decision-makers within a potential customer organization?**

This event is open to **ALL** Chicagoland electronics industry rep firm personnel. However, to ensure maximum interaction, **RESERVATIONS ARE LIMITED** to the first 20 registrants.

Please use the form below to make your reservation **ASAP** and **no later than WEDNESDAY, FEB. 24th**.

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Yes! We'll be at the Chicagoland ERA BREAKFAST ROUND TABLE on FEB. 26th.

Please make reservations for \_\_\_\_\_ people. Your Company Name \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Attendee Name(s) \_\_\_\_\_

Check your company category to determine your cost per person. Firm is:

ERA Rep Firm Member = \$25 per person;  Non-Member Rep = \$35 per person.

Method of Payment:  Check enclosed, payable to Chicagoland ERA, for total due of \$ \_\_\_\_\_.

Charge total due of \$ \_\_\_\_\_ to:  Amex  Visa  MC  Discover Exp. Date \_\_\_\_\_

Card # \_\_\_\_\_ Signature \_\_\_\_\_



The reservation **DEADLINE** is Wednesday, **FEB. 24th**. Please fax back this form to Chicagoland ERA at: **FAX: 800-372-3227** ... or **E-MAIL** your reservation to Tess Hill at **thill@era.org**.

Mail payments to: Chicagoland ERA, c/o ERA, 300 W. Adams St., Suite 617, Chicago, IL 60606

Questions? Contact Tess Hill at **thill@era.org** / 630-545-9101.