

Joe Hahn, Vice President of Strategex, a consulting firm, which focuses on growth strategies, presents this session, designed specifically for CMC manufacturer participants. To find more information go to www.Strategex.com

Prior to joining Strategex, Joe spent 20 years with ITW (Illinois Tool Works) as group Vice President and as head of ITW's Electronics Assembly Products Platform, Joe grew the unit from zero to \$500M in less than two years by maximizing relationships with their Independent Manufacturers' Representative.

Joe was responsible for the West Bend Company, Hobart Service, Hobart Food Retail Equipment, Vulcan Hart, and other divisions of the worldwide group, all of which use Manufacturers' Representatives in their marketing strategy.

“Last January I attended the session where Joe Hahn spoke at the CPMR session at Arizona State University. Joe spoke very knowledgeably and candidly...about the thinking and expectations of principals. He talks about the circumstances when Reps are the best sales/marketing solution for companies, and when a direct sales force would better suit the manufacturer. He talks about thinking out of the box on commission structures, retainers and other issues. His presentation is factual, objective...and challenging.”

Gary J. Kavalari, CPMR G-K Components, Inc.

Joe Hahn is recognized as an outstanding speaker, teacher, and executive coach by Strategex customers. He is a recognized expert on the Pareto Principal (the 80/20 rule) and how to make it work for the growth of your company.

He has earned top honors as an instructor in the MBA program at Edgewood College, Madison WI and he is also an instructor for MRERF's Certified Professional Manufacturers Representative (CPMR) program.

The Manufacturers' Representatives Educational Research Foundation (MRERF) is an organization sponsored by a variety of associations like CMA who are dedicated to professional development. As a third party certifying body MRERF provides the Certified Professional Manufacturers Representative (CPMR) and the Certified Sales Professional (CSP) programs. For more information go to www.MRERF.org

You will also learn how to

- *Ensure the Rep relationship is working after 30 days, one year and beyond*
- *Understand how to assure top of mind awareness for your products*
- *Avoid conflict by improving communications in both directions*
- *Get past conflict quickly and into a productive relationship*
- *Make Rep contracts workable and mutually beneficial*

Online registration can also be found at www.CMA-CMC.org
