



Communications Marketing Association (CMA)

CMC Training

The Communications Marketing Association was founded over 30 years ago for the single purpose of allowing Manufacturers Representatives to travel to one location, once a year and receive training from the Manufacturers that they represent.

Over the years CMA has adopted a logo with three themes, “Networking”, “Planning”, and “Training”. These three themes were a result of the overwhelming majority of the members stating that these are the three reasons that they attend the CMC each year.

There were several Manufacturers Representatives and Distributors that have asked that Manufacturers consider providing more Training at future CMC’s. This was a result of the 2005 CMC where they have stated that the majority of information that they received from their manufacturers was related directly to New Product Information and Goals and Quotas for 2006.

These members have stated that they need information from their Manufacturers that will let them better compete with those Manufacturers competitors in the field. They are requesting more training on specific products. One of these Manufacturers Representatives stated, “ I attended CMC at a great expense, expecting have my investment make me more money in 2006, all that I really learned was how to fill out forecast forms”.

These two hours in many cases are the only classroom time a Manufacturer will have all year with their sales force. Are you investing them wisely? The Manufacturers and Distributors new sale's people initial impression of you and your company are those two hours.

A lot of information is disseminated by the Manufacturers over those 3 days of CMC - does your information stand out as something the Manufacturers Reps and Distributors will remember when they get back to the territory? Manufacturers please ask your Manufacturers Representatives for input on training subjects. If the factory and the Manufacturer are on the same page before the meeting, the training will be better.

CMA Training Committee
Carroll Hollingsworth, CPMR
CMA Past President

Elements of a Good Training Session

Presentation –Handouts, Organized–Make handouts available to all Reps and Distributors. The use of power point presentations are discouraged, they take too long to present, and the attendees all know how to read. Too often the presenters use a power point to read to the attendees.

Presenter – Presenter must be able to motivate the attendees, Knowledgeable of the products, specific markets and skilled in training.

Training Aids – Use effectively all training aids necessary to deliver the presentation. It is recommended to use a mock sales presentation. The factory people show demonstrating how they sell the products to the Reps and Distributors is very effective.

Time Management – Use only the time needed to effectively deliver the prepared presentation. It is not necessary to “Fill In” time just to use the full time slot. Do not run past the allotted time.

Team – Make the Reps and Distributors feel that they a part of your company’s team

Selling – Demonstrate the potential for success in selling your products. Share success stories with the Reps and Distributors. Provide information on target markets, sales goals market potential and competitive information. It is important to discuss objections and how to handle them. It is recommended that you talk specific applications, success stories that we can apply to our territory. A discussion of specific markets such as, homeland security and public safety, is where the success stories can be most effective

Products – Cover new products their features and benefits,