

## FISA Planning Meeting Charts Course

The FISA Board of Directors and invited guests met February 5-7, 2009 in Daytona Beach, Florida. The purpose of the meeting was to review FISA's goals and set the direction for the future.

The group identified the strengths of FISA as being:

- Ability to network with core distributors and manufacturers
- Providing a forum for exchange
- Strong common interests
- Awareness of changing trends
- Education

Opportunities in the future include maximizing the distributor/manufacturer relationship, building the case for distribution and broadening the opportunities for younger people in the industry to become involved in the Association.

The number one challenge identified is to continue to build the distributor base in FISA. Charlie Jockers of CSI was appointed chairman of the membership task force which includes Zino Lappas of Alfa Laval, Ron Eiseman of Twinco and Larry Cook of Fristam Pumps. This task force will identify distributor prospects and actively work to contact those companies for membership. If you know of a potential distributor member, please contact a member of the task force or the FISA office [stella@fisaset.org](mailto:stella@fisaset.org).

The Planning Committee also discussed critical impact factors identified in the past and current conditions in the marketplace. According to the group, the best word to describe current conditions would be uncertainty. The following factors impact-



(L to R) Charlie Jockers, CSI, Larry Cook, Fristam Pumps, Chad Sprinkman, W.M. Sprinkman Corporation, Rodney Dobbins, Dobbins Company, Hank Brink, Cadence Technologies and standing (L to R) Brad Myers, Arrow Process Systems, Kevin O'Donnell, Topline, Gary Rinck, DSI Process Systems, John Fearn, Walker Engineered Products, Ken West, WestOne & Associates, Zino Lappas, Alfa Laval Inc., Dave Murray, SPX and Bruce Michael, Girton Manufacturing Company.

ing current conditions were identified as:

- political/legislative environment will impact the operation of businesses
- foreign competition will force distributors and manufacturers to reevaluate and reinvent
- new energy technologies and costs
- increased competition as industrial distributors look to the sanitary processing industry as a business option
- the green movement provides selling options
- cost containment is a major factor in business decisions

In concluding the meeting, the group set the agenda for the 2009 Annual Conference which will be September 19-22 in Lake Tahoe, California. Charlie Jockers of CSI is Chairman of the Conference assisted by Ron Eiseman of Twinco who was appointed Assistant Chairman.

John Fearn of Walker Engineered Products was named Chairman of the Sponsorship Committee for the Annual Conference. His committee includes Kevin O'Donnell of Topline, Dave Murray of SPX Process Equipment and Brad Myers of Arrow Process Systems. By encouraging sponsorships, FISA can increase the value of the Conference for members and at the same time, not increase registration costs of the Annual Conference.

## 2009 FISA Annual Conference

*Prospering in Uncertainty*

September 19-22, 2009  
Resort at Squaw Creek  
Lake Tahoe, CA



**Distributors Serving Sanitary Processing**

*FISA is an association composed of distributors and manufacturer members who share a commitment to value-added distribution in serving high purity processing industries. FISA's mission is to help its members improve performance and customer value.*

**2008 – 2009 FISA Board of Directors**

**FISA Officers:**

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**Chad Sprinkman**

*W.M. Sprinkman Corporation  
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**Bruce Michael**

*Girton Manufacturing Co*

**Brad Myers**

*Arrow Process Systems*

**Gary Rinck**

*DSI Process Systems*

**Ken West**

*WestOne & Associates*

**FISA Address:**

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Stella L. Jones  
*Executive Director*

*E-mail: stella@fisanet.org*

**From the President**



Dear FISA Members,  
When the going gets tough, the tough get going, and that's what's happening with FISA members. I've got to tell you that being involved in the recent Planning Meeting was a real inspiration to me. Nobody will question that our economy is going through an upheaval but I was impressed that our FISA members are positioning themselves to weather the storms.

Here's what we want to do. FISA wants to provide you with more resources to help you manage your business. We want to FOCUS. In fact, you might think of FOCUS as standing for Fundamental Operating Competencies Under Scrutiny. During the coming months, we will use different methods to reach out and communicate with you and send you additional resources.

First, I am delighted to announce that our website, www.fisanet.org has been updated with a new look. You will find new drop-down menus under the various headings which make it easier to find the information you want. We also will begin archiving conference speaker presentations in our Members Only section. If you have forgotten the password to get in the Members Only section, e-mail stella@fisanet.org and Stella Jones will e-mail you the password. Let us know what you think about the new look of the website, and as always, your suggestions for improvement will be most welcome.

Second, we will be surveying the membership with short electronic surveys to gather information. Some of the data will be shared with speakers for our upcoming Annual Conference so that their presentations can be tailored to our audience. Please be sure to respond to these quick snapshot surveys and let us know future topics that might be of interest to you for a survey. Watch for a survey coming soon to find out what type software and Customer Relationship Management programs you use in your business.

Third, we are continuing to add more discount

programs for you as a benefit of your membership. Many of you import and export and our new affiliation with Estes Air Forwarding will mean you can save up to 60% on international shipping. This new service offers a wide portfolio of services including Domestic Air, International Air, International Ocean and Customs Brokerage. Estes Air Forwarding will provide FISA members with global transportation solutions. More information is included on page 3 of this newsletter, and a representative will be in touch with you to discuss this new membership benefit.

In addition to adding member discount programs, we want to find ways to enhance networking within FISA. On the recent Member Survey, almost 85% of you indicated networking was what you valued most about your FISA membership. Companies attending the Conference for the first time will be given a chance on the agenda to introduce their companies to the membership. We also will continue the practice started last year of sending out a description of each company well in advance of the Conference so you have a chance to schedule appointments during the Conference.

Watch for detailed agenda information for our Annual Conference coming up in September. Information will be posted on the website and registration packets mailed in early May. You will find we have an outstanding combination of speakers and resource people gathered in one place. The subjects we will cover are those you requested and the take-home benefit will be tremendous. As always, we will make every effort to keep your costs affordable.

What sets FISA apart from other Associations is that we are the place where distributors and manufacturers interact. Independent distributors and manufacturers who go to market through distribution have common interests and goals. Working together, we can serve our customers efficiently with value added service. In closing, I want to once again say how much I appreciate your support.

*Sincerely,*

*Rodney Dobbins*

# New Membership Benefit Provided for International Shipping



To help members control costs in the area of transportation, FISA and Estes Air Forwarding are pleased to announce a new member alliance program offering competitive rates on Domestic and International transportation services.

Members can receive up to a **60% discount** on qualifying shipments with Estes Air Forwarding. Estes Air Forwarding offers a wide portfolio of services, including Domestic Air, Domestic Ground, International Air, International Ocean and Customs Brokerage to fulfill all your shipping needs.

To learn more about the Estes Air discounted program for FISA members, call your Association Services representative at 888-378-3724 Option 23 and mention that you are a FISA member.

## Estes Air Forwarding Global Transportation Solutions

- Ocean – Full Container Load (FCL) and Less than Container Load (LCL)
- International Documentation, Export Declaration & Licenses
- Expedited Ocean Shipments or Inter-modal shipments
- Research of Customs Technical Issues
- Assistance with US Customs Service Issues
- Consular Preparation, Letter of Credit Processing
- Freight Forwarding & Brokerage Services
- Single Invoicing for Transportation and Brokerage Services
- Review import fees and taxes, identify savings opportunities
- Proper documentation, customs payment and transportation handled with one call

## Estes Air Forwarding Domestic Solutions

- Same day local pickup & delivery service
- Next Day Air
- 2<sup>nd</sup> Day Air
- Intrastate Pickup and Delivery
- Airport to Airport Service
- White Glove delivery – 1 man or multiple person deliveries
- Crating and Packaging
- Consolidations and De-consolidations
- Tradeshow Deliveries
- Home Deliveries (inside, room of choice, day and time specific)
- Nationwide ground rates based off of dimensions and not NMFC class
- Truckload Services
- Flat-beds, Drop Decks, Oversize and Overweight Equipment
- Air Ride Equipment
- Temperature Controlled Equipment

## Keeping the Pulse and Staying in Touch

In January, FISA utilized a short electronic survey to gather information for the Planning Meeting. The FISA Board of Directors was delighted with the fact that 53 members responded. The Board would like to have several more short surveys in the next six months to stay in touch with the membership and gather information for conference speakers to use in tailoring their presentations to our audience.

If you have questions you want to ask the membership, please contact Stella Jones in the FISA office at (336) 274-6311 or [stella@fisaset.org](mailto:stella@fisaset.org).

### January 20 09 FISA Member Survey

*53 Respondents*

	Response %	Response Count		Response %	Response Count
1. How long have you been a FISA member?			3. Are you a member of other trade associations?		
Less than 3 years	5.1%	8	Yes	77.4%	41
From 3 to 7 years	20.8%	11	No	22.6%	12
More than 7 years	64.2%	34			
2. How many employees do you have?			4. If yes, how do you compare the value of		
Less than 10	22.6%	12	The same value	27.9%	12
Between 10 and 20	18.9%	10	Less value	4.7%	2
More than 20	58.5%	31	More value	67.4%	29
			5. What FISA service means the most to you?		
			Networking	84.9%	45

## MEMBERSHIP REFERRALS

HELP FISA GROW!

Tell a Distributor about FISA, the Association formed by Distributors for Distributors.

## Investing in Tough Times

By Tom Reilly, author of *How To Sell and Manage In Tough Times* and *Tough Markets*

Whether it's an old song by the Birds or an Old Testament passage in Ecclesiastes, there is a season for everything ... a time to laugh, a time to weep. There is a time to save and a time to invest. Today, many people have gone beyond saving. The economy has frightened them into hoarding. They are afraid to part with their money, as if they will never earn more in the future. This is fear on overload.

Those who are particularly attuned to the seasons understand timing. They know when to plant and when to harvest. They know winter months are the time to purchase and work on equipment to prepare for spring. Farmers understand the cycle of business better than most business people. They prepare themselves for winter and view it as a gift of time—a time to rest, a time to play and a time to get strong.

This economic winter is an opportunity for you. Are you working on your "equipment?" Are you studying, training and preparing yourself for spring? If not, what are you waiting for? Use the time you have available to ready yourself for the recovery. It will happen. When it does, you will claim you're too busy to work on that stuff. Those who anticipate the recovery and prepare for it will take full advantage of the opportunities ahead. Those who fail to prepare will find themselves disappointingly behind.

You have resources available to you—time and money. Are you investing them, looking for a return? Or, are you hoarding them, trying not to fail? Success in business is more than not failing. Peter Drucker wrote: "In turbulent times, an enterprise has to be managed both to withstand sudden blows and to avail itself of sudden unexpected opportunities."

## FISA Sponsors Webinar with Tom Reilly

### Crushing Price Objections! Hold the Line on Prices

Presented by  
Tom Reilly

Webinar #15411 held on

**Monday, April 20, 2009 • 1:00 p.m. – 2:30 p.m. (Eastern)**

- Time Effective
- Cost Effective
- Multiple Participation for One Site Fee!

### Education from the Comforts of Your Office!

Simple to access - live training session, with visuals delivered via the Internet, and audio delivered via telephone (participating sites also receive hard copy of visuals).

### What You Will Learn

Price resistance is the dominant objection salespeople encounter on a daily basis. Crush Price Objections is designed to offer salespeople immediate relief from this problem. This how-to, practical, street-smart webinar teaches salespeople how to persist when buyers resist. This training approach facilitates skills transfer: preparing to sell in a price-sensitive market, avoiding price resistance, and responding effectively to price objections. Salespeople will learn how to present price more confidently. They will outsell the competition. And, they will negotiate better deals!

### Unavailable on this Date?

If you are unavailable to participate in this webinar, you may purchase an audio-CD and handouts or an on-line audio recording and handouts, available for up to 30 days, of the live presentation for \$149 USD. To purchase the material, please contact KRM directly at 1-800-775-7654.



**Register Now!**  
**Fee is \$149 payable in US Funds**  
**per site, not per person**

**Call KRM Information Services at 1-800-775-7654** and reference Seminar #15411. Let them know you are a ASSN Member!

OR

Register online at:

[http://online.krm.com/iebms/reg/reg\\_p1\\_form.aspx?oc=10&ct=0017221&eventid=15411](http://online.krm.com/iebms/reg/reg_p1_form.aspx?oc=10&ct=0017221&eventid=15411)

*\*If you are an international registrant, there will be additional phone charges.*

You may purchase audio-CD/handouts or an on-line audio recording with handouts, available for up to 30 days, directly from KRM if you are unable to attend the live presentation for \$149 USD. • Once registered, KRM will provide complete instructions on how to participate via the Internet and telephone.

# Timely Cashflow Tips to Control Potential Losses

by Abe WalkingBear

## The early identification and control of potential bad debt losses is important to the very survival of a company.

During a recent phone conversation with the CEO of a national distribution company I was told about how one of their branch offices in Calif. had taken a \$97,000.00 hit from a customer who was unable to secure needed financing in order to continue in business. The company's sales were down 18% in 2008 and the branch manager had exceeded the customer's credit line of \$25,000 in his attempt to keep his sales figures up.

The CEO went on to say that at a 5% pre-tax profit the company will have to make close to \$2,000,000.00 in new sales just to break even, and that's if they all pay on time. This company can survive one \$97,000.00 hit but if any more like it are hiding in the woodwork it may prove too much for the company to bear.

As to the branch manager, he's history along with the branch and all those who were once employed by the branch.

We are faced with a down stock market, reduced consumer spending, dropping wholesale prices and low business confidence levels. Financing is hard to get for everyone; manufactures, wholesalers, and the businesses that buy from them are all in the same boat when it come to securing short term money while they make sales and wait for their customers to pay. Customers who use to pay on time are now paying 30, 60 or more days late...if at all.

Again and again companies hear from past due customers that once their customers pay them what they owe, if ever, they will pay.

A delay in getting paid has always existed due to nature of customers needing time to add value to whatever product or service they buy and then needing more time to sell to and to be paid by their own down-



Vistage [www.vistage.com](http://www.vistage.com) master speaker award winner, Abe Walking Bear believes that collecting accounts receivable in a timely manner isn't just about the money. It affects your reputation and your current and future market share.

Abe WalkingBear Sanchez, co-founder of [www.profitin-nercircle.com](http://www.profitin-nercircle.com) is the developer of The Profit System, and is the author of *Profit Centered Credit and Collections* (1999), co-author of STAFDA's, *Foundation of A Business* (2007), and co-author of the new international book, *The Best Kept Profit Secret: The Executive's Guide to Transforming a Cost Center*.

WalkingBear is located in Canon City, CO and can be reached at [www.abewalkingbear.com](http://www.abewalkingbear.com), [abe@abewalkingbear.com](mailto:abe@abewalkingbear.com).

line customers; now a growing problem is that those downline sales are down, they're not happening and the effect of that is being felt throughout the entire length of supply chain.

The house is on fire, or in the case of wholesalers the warehouse is on fire. This is not the time to form a committee to determine who's to call the fire department, it's time to man the buckets and for all hands to work together like never before...and this includes CEOs/MDs and senior managers.

A/R , accounts receivable, short term money due from the sale of products/ services based on payment at a later date often represents one of the largest and most liquid assets of a business. On average the A/R is 40% or more of the total assets of a company. In addition to it's size and liquidity, the management of A/R means dealing directly with customers and if not properly carried out can result in the painful loss of customer goodwill and a major reduction in repeat orders.

It's critically important to properly manage accounts receivable because keeping customers current leads to repeat sales. Companies can't afford to lose customers during tough times, and one way to keep them is by making sure they pay on their accounts.

During an economic downturn, collecting

on accounts receivable becomes more important than ever. At the same time, it also becomes more difficult as customers experience cash flow crunches of their own.

## Strategies for improving your cashflow and repeat sales rate

### ■ Start early.

Contact all delinquent accounts within three to five days of becoming overdue. Waiting 60 or 90 days before contacting past due customers will have a strong negative effect on cash flow and repeat sales.

### ■ Call the largest accounts first.

Most companies call their delinquent accounts in alphabetical order. However, 20 percent of your accounts usually represent 80 percent of the dollars. Forget about the alphabet, go after the customers that owe you the most money, then work your way down to the smaller accounts.

### ■ Keep a systems log to track process problems.

Not only does this make it easier to collect your money, it also allows you to constantly upgrade your business processes and become more efficient.

### ■ Call at the right time.

The best time to call commercial

*Continued on page 7...*

# Member News & Views

## The who, what, where, when and whys of the FISA membership.

### How to Submit News

*The Distributor News is published quarterly and the deadline for the next issue is June 1, 2009. Due to space limitations, we cannot print specific product information, but personnel changes, changes of address, expansions or other industry news is always of interest.*

*If you have a question, please call 336-274-6311.*

*Fax information to FISA at 336-691-1839 or mail to FISA at 1207 Sunset Drive, Greensboro, NC 27408.*

*E-mail: stella@fisaset.org*

### DCI Inc.

**Paul Duddleston** has joined the DCI sales team as Director of Business Development. Paul comes to DCI with many years of experience. His combination of nationwide contacts, skills, experience, and education are an excellent fit for DCI's current business needs. His primary focus will be on increasing sales and business opportunities for DCI through development of new and existing customers & markets. Paul has a solid industry background having worked for two food equipment manufacturers, APV and Waukesha Cherry Burrell, and most recently at Chr. Hansen, a global food ingredient producer. Paul will be working from his office located in Carrollton, Texas. He can be reached at [pjduddleston@dcinc.com](mailto:pjduddleston@dcinc.com) or 972-395-2500.

### W. M. Sprinkman Corporation

W. M. Sprinkman Corporation enters its 80<sup>th</sup> year of business in 2009. Chad Sprinkman, Operations Manager of W. M. Sprinkman, says, "As we celebrate, we would like to thank all of the FISA manufacturing and distribution companies who have offered a professional hand over the years. We truly appreciate your efforts and hope that all of our FISA member companies will be able to celebrate 80 years of service with their employees and families. Good luck to everyone in 2009; it looks like it is going to be a wild ride."

### Tetra Pak Inc.

Tetra Pak is pleased to announce that **Dmitri Kovalev** has accepted the position of Application Specialist for the **Tetra Pak flow equipment** product line. Dmitri will support their customers and distributors by providing technical assistance, solution recommendations and product support for their flow equipment product line that they are selling to the United States and Canadian markets.

Tetra Pak Inc. is based in Vernon Hills, Illinois. For further information on Tetra Pak, please visit our website at [www.tetrapakprocessing.com](http://www.tetrapakprocessing.com).

### A. R. Arena Products

Arena Products has created the new position of Business Development Manager – Chemical Market, to spearhead the development of non-hazardous chemical markets for its reusable, foldable, bag-in-box IBC. **Brent Todd** has been named to the new position. The Arena 330



Shipper is currently in widespread use in many food and health & beauty aids markets where economic and environmental benefits combine with the inherent advantages of bag-in-box packaging

to reduce or eliminate the risk of contamination. Todd, a graduate of Rochester Institute of Technology (RIT) Department of Packaging Science, brings to Arena an impressive track record of developing new markets for bulk bag-in-box IBCs of both reusable plastic and single use corrugated construction for nearly 20 years.

### Gea Tuchenhausen North America

GEA Tuchenhausen North America, manufacturer of a wide range of sanitary components for the dairy, brewery and food, beverage pharmaceutical and personal products industries, is pleased to announce two new staff members.

**Larry Harper** joins GEA Tuchenhausen Canada as regional sales manager, based in Ontario.

Harper brings over 35 years of experience in engineering and construction management.

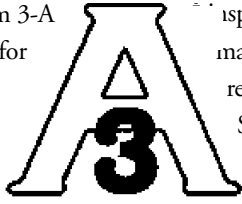
**Brecon Haworth** comes to GEA Tuchenhausen US as an inside sales coordinator, based in their Portland, Maine headquarters. As a recent graduate from the University of Maine at Orono, he will work directly with customers and distributors on order handling, technical inquiries and sales support for all GEA Tuchenhausen products. For more information visit [www.tuchenhausen.us](http://www.tuchenhausen.us) or call 207-797-9500 (US) or 905-319-3900 (Canada).

### Update Your Membership Information

Go to [www.fisaset.org](http://www.fisaset.org) <<http://www.fisaset.org>> and click on Membership Directories to see if your information is current. If your website is missing, please provide FISA with that information. Also, remember that for a one-time \$100 fee you can have an enhanced listing giving you a 100-word description of your company, a color logo, and a hotlink to your company website. This is a great way to drive traffic to your company website.

## 3-A SSI Announces Accreditation Exam for Expanded Inspection Programs

Applications are now available from 3-A Sanitary Standards, Inc. (3-A SSI) for candidates interested in obtaining certification as a 3-A SSI Certified Conformance Evaluator (CCE). Individuals who meet applica-



tion requirements will be eligible to sit for the accreditation exam on May 18, 2009 at The Wyndham Milwaukee Airport Hotel and Convention Center, Milwaukee, WI in conjunction with the 3-A SSI 2009 Annual Meeting and Education programs.

The CCE designation is required for those wishing to conduct Third Party Verification (TPV) inspections of dairy and food processing equipment covered by 3-A Sanitary Standards. Instituted in late 2003, the TPV

inspection is required for equipment manufacturers or used equipment resellers to obtain or renew a 3-A Symbol. The TPV requirement was implemented to verify conformance to 3-A Sanitary Standards for sanitary equipment design, fabrication and construction materials. Equipment authorized for the 3-A Symbol must be re-inspected every five years.

3-A SSI expanded the TPV inspection program in late 2007 to include a new Replacement Part Qualification Certificate for parts used in equipment covered by 3-A Sanitary Standards and a 3-A Process Certificate for processing operations covered by most 3-A Accepted Practices. The

TPV inspection requirement also applies to equipment that displays the new P3-A Symbol associated with conformance to new Pharmaceutical 3-A (P3-A) standards.

Complete CCE application packages must be received by 3-A SSI no later than **Friday, April 17, 2009**. Candidates meeting the application requirements take the exam on **Monday, May 18, 2009** at The Wyndham Milwaukee Airport Hotel and Convention Center, Milwaukee, Wisconsin in conjunction with the 3-A SSI 2009 Annual Meeting and Education programs. Event registration is not required for CCE candidates to sit for the accreditation exam.

For more details, contact Tim Rugh at 703-790-0295 or email at [trugh@3-a.org](mailto:trugh@3-a.org).

## The Council for Research on Distributor Competitiveness

At last week's NAW Executive Summit, it was announced that the NAW Institute for Distribution Excellence and Texas A&M University's Industrial Distribution Program have joined forces to launch an alliance dedicated to further the understanding and application of best practices in wholesale distribution. Through this alliance, the Council for Research on Distributor Competitiveness (CRDC) has been created. The mission of the CRDC is to create competitive advantage for wholesaler-distributors through development of new industry research and educational programs and to deliver that research and knowledge to industry executives and their management teams.

"Under the expert leadership of Dr. Barry Lawrence, Texas A&M has developed one of the top industrial distribution programs in the country," said Byron Potter, Chairman of the NAW Institute for Distribution Excellence, and President and CEO of Dallas Wholesale Builders Supply. "I can say this because I've attended A&M distribution sessions personally, and found them to be among the best, most thought-provoking gatherings I've experienced in all my years in the distribution business. The NAW

Institute for Distribution Excellence is very pleased to align its brand with the Texas A&M brand in this exciting and powerful way to further their mutual goal of providing excellence in wholesale distribution."

The CRDC will organize and operate annual research consortia on important business topics for interested wholesale distribution companies of all sizes and across all lines of trade. The initial consortium in 2009 will be pioneering research on Sales and Marketing Optimization. This consortium is a collaboration of multiple distributors and manufacturers with the objective of developing solutions to supply chain sales and marketing challenges. The consortium will develop practical tools that can be used by consortium members to improve the effectiveness of their sales and marketing strategies and tactical planning. A two-day educational session will be developed based on the resulting knowledge, methodology, and tools. To learn more about the consortium and how to register, go to: <http://www.naw.org/crdc>. The registration deadline is March 15, 2009.

"Research consortia through the CRDC is an economical path to low-cost, high-quality

research and development that can assist distribution firms to grow and compete," said Ron Schreiber, Executive Director, NAW Institute for Distribution Excellence.

"These consortia allow for the sharing of best practices and strategies among the cutting-edge organizations that invest in them. We're very pleased at Texas A&M that we can extend a reach across the industry through our partnership with the NAW Institute for Distribution Excellence," said Dr. Barry Lawrence, Program Director of the university's Industrial Distribution Program, and Director of the Supply Chain Systems Laboratory.

Another focus of the CRDC is the establishment of the Doctoral Program Grant to Ph.D. students focusing their research on wholesale distribution channels. This funding is made possible by the NAW Institute for Distribution Excellence to promote applied research to develop methodologies, techniques, and tools that are wholesaler-distributor channel focused. The goal of this grant program is to develop researchers, educators, and thought leaders in the area of wholesale distribution. To learn more, go to: <http://www.naw.org/crdc>.

## Timely Cashflow Tips, *continued from page 5...*

accounts is on Monday morning. Start calling personal customers on Thursday and go through Friday, when people usually get paid.

### ■ **Get the right person for the job.**

Most companies hire accountant-types to handle collections. Unfortunately, those types tend to prefer holing up in their cubicles and working with numbers rather than people. Instead, hire outgoing people who enjoy interacting with others and talking on the phone.

- **Closing the sale.** Contact the decision-maker, determine the type of customer, make your presentation based on the type, and close the “sale” and follow up. Get a firm commitment from the customer on when they will pay you and use a good contact management system to track.

### **and remember...**

During this stressful time we must all remember the importance of maintaining strong relationships with customers and with fellow employees who are also having to deal with painful external and internal challenges. Remember that many companies are asking fewer employees to accomplish more with fewer resources. We all must show more appreciation for the greater pressure and growing demands made on employees. We all must remember that customers, even past due customers, are our business partners and we must all work hard not to let our frustrations have a negative impact on our internal and external relationships.

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## Mark Your Calendar

**APRIL 20, 2009**

**WEBINAR**

**1:00 p.m. – 2:30 p.m.**

**JULY 1, 2009**

**MEMBERSHIP RENEWAL**

**SEPTEMBER 19 - 22, 2009**

*Prospering in Uncertainty*  
**2009 FISA Annual Conference**  
Resort at Squaw Creek  
Lake Tahoe, CA



## Distributor News

1207 Sunset Drive  
Greensboro, NC 27408