

TWO UID SCHOLARSHIPS AWARDED

FISA once again has awarded two scholarships to the University of Innovative Distribution (UID) to be held March 8 – 11, 2015 in Indianapolis, IN. The two winners are Joseph Loscalzo and Cecilie O’Gara.

Joe Loscalzo is Sales Channel Manager of Alfa Laval Inc. Joe has been in the industry for 34 years and with Alfa Laval for the past 13 years. He says, “Looking at the courses, I see many opportunities to increase my knowledge and be a better Sales Channel Manager. Pricing strategies is of particular interest. Many of the transactions I am involved with are pricing, margins and incentives. No one wants to leave money on the table, but at what cost? I would like to learn strategies for an analytical framework to be a more effective manager.”



Cecilie O’Gara is Business Development

Manager of Alfa Laval Inc. In her application, Cecilie commented, “My background has allowed me spend most of my time sitting on the Sales side of the table; therefore, what I lack is the ability to see things from the distribution perspective. I am particularly interested in the session titled “Differentiating Your Distribution Company: A Winning Strategy.” In order to fully “partner” with my customers, I need to better appreciate their sales challenges. I need to do what I can to help my distribution partner achieve success, so we may both be successful.” Cecilie has been in the industry for four years and with Alfa Laval for six months.



The newly named University of Innovative Distribution (UID) is a concentrated educational program focused on the unique needs of the industrial wholesale distribution industry. Now in its 22nd year, UID is sponsored by FISA and more than 33 other leading distribution professional associations, in cooperation with the Department of Technology Leadership and Innovation of Purdue University. Classes fill up quickly. Any FISA member is eligible to attend. Do not miss this outstanding educational opportunity. Register online today at www.univid.org.

ARE YOU TAKING ADVANTAGE OF THE MOST POWERFUL EMOTION IN SALES?

By Sam Richter

Following is a modified chapter from the best-selling book, *Take the Cold Out of Cold Calling* about how making the other person feel important can make the difference in winning the complex sale.

If you’re over the age of 40, you remember the days before the Internet. Most firms didn’t have email, there was no such thing as video conferencing, and if you had a cell phone, you had to keep it in a briefcase because it was so cumbersome. Yes ... the days before broadband and wireless technology (or said another way, the days when you could go home and have a life).

If you were in business and especially in

sales, we did something else in those pre-Smart Phone, pre-Twitter, pre-webinar days — we took our prospects and clients out to lunch. We didn’t have the technology to easily communicate with our prospects and clients other than via telephone, so we made it a practice to take them out for two-hour lunches, four-hour golf outings, and three-hour sporting or theater events. Remember those good old days?

In the high-pressure, high-technology, “don’t-have-enough-time” world of today, how many of you take your prospects or clients out for two-hour lunches? How many of you even take the time for lunch?

Why did we spend so much time with our

prospects and clients? For one reason: We wanted to build a relationship. We wanted to learn about the other person, his or her values, and what he or she cared about in business and in life. We wanted that person to get to know us because we knew that if we could connect on a personal level, we could provide value, we could ensure relevancy, and we could establish loyalty. We wanted to show that we cared.

We wanted to make our prospect or client feel important.

You’re probably familiar with Abraham Maslow’s Hierarchy of Needs. In his 1954 book *Motivation and Personality*, Maslow

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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.

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FROM THE PRESIDENT



Dear FISA members,

As we celebrate the end of another year, may we all take time to reflect on both our blessings and our opportunities. As you certainly can identify your

blessings, I'd like to address some of those opportunities. We know our markets. We know our businesses. Perhaps this is the time of year to self-analyze. What are those strengths that we can utilize? What are those weaknesses that we really need to attend to? Reviewing FISA Conference presentations can give guidance. Remember Brian Beaulieu's discussion about markets growing before the drops he predicted for 2018? If your is market growing—grab that business. Three tenets of growth in the current market include the addition of sales staff, improved efficiencies through investment in technology and software, and associate training. How many of these are we doing well? Also pertinent is the 2013 presentation from Al Bates named "Triple Your Profits." I'm convinced that very small positive adjustments to margin make large differences in your bottom line! And the 2/2/2 model is a good foundation for growth. Increase sales by 2% over inflation,

2% over payroll growth, and 2% over expenses for added success.

This year's winners of the \$995.00 scholarships to the University of Innovative Distribution (UID) are Ms. Cecilie O'Gara and Mr. Joe Loscalzo. Both are Business Development Managers working for Alfa Laval. Thanks to all who submitted applications. Those who may want to attend UID may still sign up before January 15, 2015 at a cost of \$995.00 plus the cost of hotel and travel. Congratulations, Cecilie and Joe.

In February 2015, your Board of Directors will convene to plan our FISA Conference in Austin, TX. We are looking forward to another successful, and meaningful Conference, with more time spent to discuss business and strategy. Remember, the October dates this next year are later than our standard mid-September gathering.

May I be the first of many to wish you a Happy Holiday Season. May 2015 be a fantastic year for you, your families, and your businesses. Great Success to All!

Bob Morava

YOUR TRUE NORTH

By Tom Reilly, author of *Value-Added Selling* (McGraw-Hill) (Reprinted with permission.)

The meridian that runs from the South Pole to the North Pole is True North. True North is necessary for accurate navigation. Unlike Magnetic North, it is fixed. Straight-line navigation to a fixed point is the perfect metaphor for what guides you in life. Your guiding principles are your True North. These unyielding principles keep you on course. These non-negotiable principles are literally what you give your life for. Value-Added Selling is built on these ten unwavering principles. They form the True North for value-added salespeople:

1. The purpose of a business is to create value.
2. Buyers, not sellers, define value.
3. As professional salespeople, we can make a difference, not just a deal.
4. If it is not a good deal for both of us, it is not a good deal for either of us.
5. Serving is a privilege, not a pain.

6. Trust is the currency of all good relationships.
7. The sales force may sell the first one, but it is the total experience with a company that brings customers back.
8. We must put our best work on display for the world to witness ... every time!
9. We sell value, not price.
10. We strive to do more of that which adds value to our lives and less of that which adds little or no value to our lives.

In 1947, Peter Marshall, U.S. Senate Chaplain, delivered a prayer that has been often quoted and paraphrased, "Give to us clear vision that we may know where to stand and what to stand for – because unless we stand for something, we shall fall for anything." Having a clear vision and knowing what you stand for is following your True North. What do you stand for? What guides you? What is your True North?

MEMBER NEWS & VIEWS

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

Fristam Pumps USA



Jardel Viana

Fristam Pumps USA is pleased to announce **Jardel Viana** has joined the company as Regional Sales Manager for South America. Jardel will be responsible for Fristam's distribution network in South America. He has nearly 10 years of industry experience and a Bachelor's degree in Production Engineering from Faculdade Pitágoras in Brazil. He speaks English, Spanish, and Portuguese. Fristam Pumps USA, Middleton, WI, is a global manufacturer of sanitary centrifugal and positive displacement pumps, blenders and mixers used by the beverage, dairy, food and pharmaceutical/biotech industries.

Andron Stainless Corporation

It is with sadness but warm wishes that we announce the retirement of **Bob Blair**. Bob has been a valued employee in his 11 years with the company. Additionally, we are pleased to announce the promotion of **Mike Wyville** to the inside sales team. Mike has been with Andron since 2003. Andron Stainless Corporation is a manufacturer and supplier of fittings, valves, pumps, strainers, and custom solutions for sanitary use.

Walker Engineered Products

David Strouse, Director of Sales for Walker Engineered Pumps, will retire on December 31st. David has been in the industry for 27 years and with Walker for 21 years.

Key Industrial

Key Industrial, now in its 3rd generation, is celebrating 65 years of sales, service and expertise to the Dairy, Food, Beverage, Cosmetic and Life Science Industries. Their offices are located in the Napa Valley of California. They provide Sanitary Process Equipment, Supplies and specialty engineered products to a global market. They have recently introduced a new product line, The New Key Industrial Sanitary Hose System which includes the Sure Seal Crevice Free Hose Coupling and the Adjust-a-Flex

Hose Donut. www.hosedonut.com.

Standard Pump Inc.

Jose Romero has joined Standard Pump Inc. as a Project Manager. Jose will be in charge of the project development office and work as the lead buyer for the company. Jose earned his BS degree from Saint Louis University and his Six Sigma Black Belt and Project Management Certification (PMP) and is a member of (ASTD) American Society for Training and Development.



Jose Romero

Sani-Matic

Sani-Matic, a Madison, WI- based manufacturer of sanitary process cleaning equipment for the food, beverage and health industries named **Sean Gorman** as the Pacific Regional Sales Manager. Sean is a 24-year veteran sales manager.



Sean Gorman

Endress+Hauser



Endress+Hauser has opened a new 80,000 square foot state-of-the-art Customer Center in Indianapolis, Indiana. The Customer Center allows Endress+Hauser to provide additional support to its customers since factory acceptance testing, repair, and calibration are now stationed under one roof. Also in the center is a certified training facility with multiple classrooms and its largest yet Process Training Unit controlled by Rockwell Automation's PlantPAx system for real-world process simulation with over 120 measuring points.

GEA Flow Components

Jacqueline "Jackie" DeBellis has joined GEA Flow Components as a Business Development Manager for their Breconcherry Cleaners division. She graduated from West Chester University with a degree in Marketing. **David Guy** joins GEA Flow Components as an Aseptic Application Manager for their Aseptomag division. David has more than ten years of experience in food manufacturing plants and holds a Bachelor of Science in Chemical Engineering from the University of South Florida.



David Guy

W.M. Sprinkman Corporation

W.M. Sprinkman Corp. announced the promotion of **Brian Sprinkman** to the role of President. Brian stepped into the company leadership role after his father, Robert (Bob) Sprinkman, recently retired after 44 years of service. Brian is the third generation of the Sprinkman family to run the company. The newest members of the W.M. Sprinkman team include: **Tom Hynes**, Senior Process Engineer; **Neil Bruner**, Process Engineer; **Jim Rasmussen**, Mechanical Designer; **Bob Hesse**, Regional Sales Manager for Dairy and **Al Buza**, Field Services Manager. W.M. Sprinkman, founded in 1929, is headquar-

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How to Submit News

The Distributor News is published quarterly and the deadline for the next issue is March 1, 2014. 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.

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The Essence of Sale Intellegence

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outlined the five levels of human needs. Maslow's Hierarchy is often portrayed as a pyramid, with the largest and most fundamental levels of needs at the bottom (e.g., food and air), and the need for self-actualization at the top.

What I find fascinating is what's directly below self-actualization. It's the need to feel important. The need to feel appreciated. The need to feel recognized. The need to feel loved. In fact, the need to feel important and appreciated ranks much higher than the need to eat or breathe.

In study after study since Maslow came out with his theory, people report that they would rather die than not feel appreciated.

Think about that for a moment as it relates to your business and your sales efforts. Imagine if you could tap into that emotion? What are you doing in every prospect and client interaction to make the other person feel important?

Member News & Views

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tered in Franksville, WI with a manufacturing facility in Elroy, WI. Sprinkman specializes in stainless steel sanitary process system engineering manufacturing and field services for food and beverage processing, dairy processing, and craft brewing.

Pentair Südmo

Pentair Südmo, a manufacturer of sanitary and aseptic valves and manifolds, for the food, dairy, brewing, and beverage industries is pleased to announce the addition of two regional sales managers. **Vince Delgadillo**, based in Houston, TX, covers the Southern Region. He has 26 years of experience in the valve business with 11 years specifically in Food & Beverage. **Jerry Reid**, based in Irvine, CA, covers the Western Region. He has nearly 10 years of experience in factory automation and control equipment sales to the pharmaceutical and food and beverage industries, including sales management, business development, and key account management. For more information, visit www.sudmona.com or call 262-725-9026.

Mark Your Calendar

MARCH 8-11, 2015

UID in Indianapolis

OCTOBER 10 - 13, 2015

FISA Annual Conference

Barton Creek Resort

Austin, TX

Welcome New Members

Q-Pumps S.A. de C.V.

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Distributor News

Distributors Serving
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