

## FISA Has Awarded Two UID Scholarships

For the second year, FISA is pleased to offer two scholarships to the University of Industrial Distribution (UID) being held March 5-8, 2012 in Indianapolis, Indiana. UID is a concentrated continuing education program focused on the unique needs of the distribution industry. The scholarships cover the \$995 registration fee for each winner.

Albert Terrazas is Engineering Manager with Wright Process Systems in Lodi, California and has been with the company for nine years. In his application, Albert said, "The UID program offers education in two major areas of interest. My first interest is overall management of our engineering and sales teams. UID courses concerning personnel and branch management will be highly valuable, benefiting my personal management style as well as our company's operating costs. My second interest is expanding our marketing and sales plan. UID courses covering marketing plans and sales force improvement will advance my personal understanding of quote-to-sale conversion as well as allow me to update and redeploy our company's marketing and sales plan. Both of these interests will improve our overall ability to represent manufacturers and fellow distributors with the highest possible success in the field. Our ability to adapt to customer and manufacturer needs requires a solid plan reflecting not only today's market, but also tomorrow's."

Jay Spadafora is the owner of Alltech Supply located in Woodridge, Illinois. Jay says, "Prior to starting Alltech Supply ten years ago, I had 18 years experience in manufacturing, but I had zero experience in distri-



Albert Terrazas



Jay Spadafora

bution. This has been a private (until now) concern for me since I constantly wonder if our business model is the best it can be. I know that we are keeping our customers satisfied because they tell us so, but could we be doing better? The University of Industrial Distribution will be invaluable to me, of course, but its appeal goes beyond me. I have employees and those employees have families. I have an obligation to those families to fully educate myself such that I ensure I won't make mistakes that could cost jobs. I also have a greater obligation to grow this business and create more jobs."

FISA Vice President, Bob Morava of Stuart W. Johnson & Co., was Chairman of the Selection Committee which also included Dave Murray of SPX Process Systems and Rodney Dobbins of Dobbins Company. Bob said, "We were impressed by the quality of all our applicants and wish that we were able to offer each person a scholarship. It was interesting that this year all our applicants were from distribution companies and I want to remind our manufacturer members that they are eligible as well. It was great to see the interest out there in continuing education, and I would encourage those who were not selected this year, to please consider applying next year."

### Checking the Pulse

In the FISA electronic survey sent to members December 7, 2011, we had a 30% return rate from distributors and a 27% return rate from manufacturers. Here is a summary of the results.

**Now that we are nearing the end of 2011, how does your business compare to the same time last year?**

| Profits are:   | Distributors | Manufacturers |
|----------------|--------------|---------------|
| Up             | 62.5%        | 57.9%         |
| Down           | 18.8%        | 10.5%         |
| About the Same | 18.8%        | 31.6%         |

**Including this year, which of these three years was your best year?**

| Year | Distributors | Manufacturers |
|------|--------------|---------------|
| 2011 | 62.5%        | 84.2%         |
| 2010 | 25%          | 10.5%         |
| 2009 | 12.9%        | 5.3%          |

**Looking forward to 2012, what do you anticipate in sales for your company?**

|               |       |       |
|---------------|-------|-------|
| Increase      | 81.3% | 78.9% |
| Decrease      | 0%    | 0%    |
| Stay the same | 18.8% | 21.1% |

**What single economic change would have the most positive effect on your business?**

#### DISTRIBUTORS RESPONDED:

- Bank Reform
- Tax incentives for capital equipment
- Keeping stainless prices down
- Lower tax rate. Then I would hire one more outside sales rep and then with increased sales, add another inside salesperson.
- A new market segment
- If customers would spend money
- The Euro settling down
- Tax reform • Lower taxes
- Republican President
- Anything to bring stability back to the economy making our domestic and export customers more willing to invest in their businesses.

#### MANUFACTURERS RESPONDED:

- Rise in general public confidence factor that business is not that bad
- Import Tariffs!!! • Buy American
- Not adding regulatory controls
- Growth stimulation and a Republican President
- Settle the banking crisis in the US and internationally
- Tax reduction (3 respondents)
- Healthier financial markets globally
- Less mergers and acquisitions
- Stronger dollar
- Relieve stability of the dollar and interest rates over the prior year
- Unemployment at 8% and stable or dropping
- Competition to China's rare earth metals market forming a stable and possible lowering of prices. Even better would be the firing of every member of the US Congress and a new US President.



**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.*

**2011 – 2012 FISA Board of Directors**

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## From the President



Dear FISA members,  
Hopefully everyone is celebrating 2011 as a success. It was certainly a success for the FISA organization! Our annual Conference hosted a record number of

first-timers, and total attendance was close to being a record. Many of the attendees (old and new) left energized and considering how they may become greater contributors to FISA. An area of need and contribution is recruiting new members. Additionally, please make suggestions to Stella, or to the Board regarding topics or activities for next year's conference in Monterrey, CA. It would be particularly beneficial to receive your input before our annual planning meeting February 10th and 11th. There will also be an electronic survey in early January giving you the opportunity to tell the Board what resources you would like FISA to provide.

As you are making plans and setting goals for next year, please make use of the tools FISA provides to its members. Use the knowledge gained and information distributed in Santa Anna Pueblo, NM, including; delegating, Web based marketing strategies and joint sales calls. FISA's website lists services available to its members including a free subscription to "SmartBrief," the National Association of Wholesalers (NAW) newsletter, freight discounts, rental car discounts and more. White

papers that have been prepared for FISA are posted on the website.

A particularly helpful tool to me, is the free Culture and Personnel Development consultation services that Nancy Combs provides. Nancy will share sample documents such as applications, interviewing questions for specific jobs, job descriptions, employee manuals, advise on personnel issues and more. FISA member companies receive 30 minutes of consultation and several forms at no charge. Nancy's contact information and some of her material is posted in the Member Only section. To reach the Members Only section of the website, go to [www.fisanet.org](http://www.fisanet.org). The user name is *member* and the password is *addvalue* (one word).

Congratulations to Mr. Albert Terrazas from Wright Process and Mr. Jay Spadafora from Alltech Supply. Both are winners of the FISA scholarship to the University of Industrial Distribution (UID) on March 5 – 8, 2012 in Indianapolis. Thanks to all that submitted applications. If you would like to attend the UID, you still may. Please sign up before January 13, 2012, for a cost of only \$ 995.00 (plus hotel). After the 13th, registration increases to \$1,195.00. Attendees say the experience is quite valuable.

I wish each of you and your families a happy holiday season!

All the best in 2012,

*David A. Brink &*



# How to Triple Your Online Sales Leads



By Bob DeStefano,  
*President of SVM  
E-Business Solutions  
and speaker at the  
2011 FISA Annual  
Conference.*

Lead generation consistently ranks as a top priority for B-to-B companies. However, most companies handicap their online lead generation efforts by relying on their Website's 'Contact Us' page as the sole method for prospects to take action.

## How to Triple Your Online Sales Leads

To turn your Website into a money-maker, put the following proven recommendations into action. I have seen many companies more than triple their sales leads with these tips.

### Make a Call to Action

Do you want to turn your Website into a lead generation machine? Then stop relying on your 'Contact Us' page. Rather, offer visitors easy access to contact information on every page of your Website in a consistent location. I like to see calls to action offered in the top right section of every page. You will be amazed by how many more prospects will reach out to you if you invite them to do so.

### Appeal to Prospects at Every Stage of the Buying Cycle

Only 10% of your Website visitors are ready to buy. The other 90% are kicking tires. Offer a variety of calls to action that appeal to prospects at every stage of the buying process. This will help you generate leads for near-term business, as well as build a marketing database to nurture future opportunities. Additional 'calls to action' can include:

- 'Request a Quote' form
- 'Ask the Experts' form for pre-sales questions
- Online chat to reach out to salespeople

- Registrations for seminars, webinars or events
- Register to access whitepapers, presentations, articles, etc.
- Free samples
- Free trial of a service
- Free consultations
- Subscribe to your e-mail newsletter

### Prominently Display Your Phone Number

According to my research, people are at least as likely, if not more likely, to pick up the phone and call when they are browsing a company's Website. To boost the number of inquiries you receive, don't make your visitors hunt for your phone number. Make your phone number one of the prominent calls to action on every page of your Website and encourage prospects to call you. There is no better time for your salespeople to be speaking with prospects because they can use your Website as a presentation tool.

### Optimize Your Forms for Leads & Sales

Are your Web forms helping or hurting your lead generation efforts? You may have more than enough traffic to achieve your sales goals, but your forms may be getting in the way. Most online forms are too long, too hidden or too boring to generate leads – but you need them to fill your sales pipeline. Follow these tips to boost your leads by fixing your forms:

- **Use a simple and clean design.** Make your forms appear easy to complete by leveraging 'white space' to improve legibility, remove all unnecessary elements and ensure your field labels are understandable.
- **Remove unnecessary fields.** Are your online lead generation forms as long and daunting as a tax return? If so, shorten them. The more fields your forms include, the less likely prospects will be to fill them out. Ask only for basic contact information that your salespeople will need to make an intelligent follow-up.

- **Fix your buttons.** No one wants to 'submit.' Label your buttons so they represent the action the prospect wants to take. Use phrases like Order Now, Sign Up, Get Started, Begin Free Trial, Request a Quote, Please Contact Me, etc. Also, use large buttons with contrasting colors so the button pops off the page.
- **Get creative** – use the 'Mad Libs' approach. Try offering your lead generation form in a narrative format, presenting input fields to people as blanks within sentences. It is a fun and interesting way for prospects to take the next step.
- **Get creative** – ask a question. Replace your field labels with complete questions, such as 'How much do you want to buy?' instead of 'Quantity.' It makes your form friendlier and easier to understand.
- **Shorten your checkout process.** If you sell products online, look for opportunities to simplify your checkout process. Cut the number of clicks required to complete the sale. Communicate shipping costs early. Offer a progress meter to let people know where they are in the process. In addition, offer alternative (offline) ways to order.

### Have a Process in Place to Ensure Immediate Follow-up

How long does it take for your salespeople to follow-up online lead inquiries? If the follow-up is not immediate, you are leaving money on the table. Assign salespeople to follow-up online leads and make sure the inquiries get to them as soon as possible. Also, don't let leads languish in someone's inbox – look for technology solutions to shorten the follow-up time. Tie your Website forms into a customer relationship management (CRM) system like Salesforce.com or SugarCRM to streamline your lead management and follow-up process. You want to make sure your salespeople talk to the prospect when they are still on your Website.

# Member News & Views

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

## Advance Fittings Corporation

Advance Fittings Corporation, Elkhorn, Wisconsin celebrated in November the opening of their new 5,000 SF Machining and Cutting Center. The center contains 4 CNC Lathes (3 - 2 Axis, 1 - 5- Axis), 1 Vertical Milling Center, 5 Engine Lathes, 2 CNC Mills and sawing capabilities up to 15" diameter. The Center is also utilized as a stocking facility for long products used in manufacturing ASME-BPE Fittings and Custom Machined or Fabricated Components. Advance has supplied quality products to the pharmaceutical, biotech, semiconductor, food and dairy industries for over 25 years.

## Advanced Process Technologies (APT)

Advanced Process Technologies (APT) announced the opening of a new office in Jerome, ID. Craig Campbell, president of APT, said that the goal of the new office is to better serve the growing Western market. APT Inc. serves the dairy and food industry in North America with plant concept and design, process, electrical and mechanical engineering, equipment manufacturing and complete installation. APT's new office will be located at 2730 Tucker Court, Suite B, Jerome, ID 83338. For more information, contact APT at 877-230-5060 or visit the company at [www.apt-inc.com](http://www.apt-inc.com).

## Welcome New Member

### CPE Systems Inc.

Contact: Don Byres  
5279 Still Creek Ave.  
Burnaby, B.C. V5C 5V1 Unit A-1  
Phone 604-988-7151  
Fax 604-988-7515  
[www.cpesystems.com](http://www.cpesystems.com)

## Mark Your Calendar

**March 5-8, 2012**

UID in Indianapolis

**September 15-18, 2012**

FISA Annual Conference  
Monterey Plaza Hotel & Spa  
Monterey, CA  
[www.montereyplazahotel.com](http://www.montereyplazahotel.com)



## Distributor News

1207 Sunset Drive  
Greensboro, NC 27408