



Board of Directors

President

Bruce Gulbas, National Restaurant Supply

Vice President

Jim Hanson, CFSP, Best Restaurant Eqpt. & Design

Treasurer

Kimberly Gill Rimsza, CFSP, Gill Group, Inc.

Secretary

Stephen McGarry, Paramount Restaurant Supply

Chairman of the Board

Rick Ellingson, Bargreen-Ellingson, Inc.

Executive Vice President

Ray Herrick, CAE

Trustees

Bruce Gulbas, National Restaurant Supply

Ken Gill, Gill Group, Inc.

John McDonough, Hobart Corp.

John Nackley, InterMetro Industries Corp.

Rodney Wasserstrom, The Wasserstrom Co.

FEDA Education Foundation
223 W. Jackson Blvd., Ste. 620
Chicago, IL 60606
800-677-9605 Fax 800-677-9607
E-mail: feda@feda.com
Web site: www.feda.com

New Regional Sales Boot Camp Training Program Will Excel Dealer Salespeople as Top Producers

Presenter Hal Becker will cover the necessary skills to help all dealer salespeople become number one in an intense and unique two-day workshop.

After the widely successful FEDA "Train The Trainer" sales management training program last year, FEDA sales managers requested that internationally-known sales trainer Hal Becker return to train their inside and outside sales force with his intense and unique two-day sales training program. The FEDA Education Foundation's response is to provide the new regional Sales Boot Camp Training Program tailored for *all dealer salespeople* (both new and veterans) in 2005-06.

Becker will share the tactics and skills he acquired over the course of his extensive career in sales and customer service, which includes being the number one salesperson among a national sales force of 11,000 at Xerox Corporation at 22 years old. He also launched Direct Opinions, one of the first customer service telemarketing firms which now conducts over 2,000,000 calls per year with offices throughout the U.S. and Canada. Becker authored national best-sellers such as *Can I Have 5 Minutes of Your Time?* and *Get What You Want*.

In a workshop environment that includes role-playing, the "A-Z" approach to selling will be covered. Critical sales topics like habits to break and keep, questions in the selling process, and handling objections, will be

addressed in a way that will be useful to participants based on their level of experience. The program, *sponsored by Hobart Corp. and the North American Association of Food Equipment Manufacturers (NAFEM)*, is an integral component of the new FEDA SalesPro Certification Program (the curriculum for this will be finalized in the coming months).



Peer networking during the meeting's cocktail reception (*sponsored by Edlund Company*) and dinner is another invaluable aspect of the program where participants can exchange ideas and experiences

while building personal relationships.

The Sales Boot Camp will be featured in five cities **starting on July 29-30th in Rye Brook, New York** at the Hilton Rye Town Hotel.

Other dates and locations for the program are as follows:

August 19th-20th: Atlanta, GA (Atlanta Airport Marriott Hotel)

October 21st -22nd: St. Louis, MO (Renaissance St. Louis Airport Hotel)

November 11th-12th: Phoenix, AZ (Embassy Suites Hotel)

January 13th -14th: Dallas, TX (Marriott Dallas/Ft. Worth Airport North Hotel)

2005 University of Industrial Distribution Program Receives Stellar Reviews from FEDA Dealer Participants

Twenty-one FEDA dealer professionals attended the 2005 University of Industrial Distribution (UID) program this past March at the Indiana University/Purdue University in Indianapolis, IN - making it the largest cohort of FEDA participants since the Foundation started its co-sponsorship of the program three years ago. The four-day program, tailored specifically for distribution middle managers across various industries, has not only grown in participation, but also in the level of respect and recognition as a premier training resource.

The Foundation also expanded its scholarship support of UID by awarding 16 dealer

professionals with scholarships (valued at \$995) to attend the '05 Program.

The Foundation surveyed the '05 participants, whose comments reflected that UID's high-quality content, speakers, and invaluable opportunity to network with peers from other industries made it a worthwhile learning experience:

"The courses offered insights into areas I had not thought of like how to measure your suppliers or how does a discount affect your bottom line." - Jimmy Dobbs, equipment specialist, supply chain management, PrimeSource