



LECTURE SERIES

Wednesday, January 18th, 2017 at 9:00AM
933 Ramsey Lake Road, Sudbury, Ontario
Willet Green Miller Centre, 4th Floor Ramsey Room



The Dealer Dilemma

Have you ever heard - or even said:

"...we have dealers, but they are not really doing anything for us..." or "...we have to babysit our dealers so much, we might as well do it ourselves..."

Successful dealer relationships are rarely an accident. Whether or not to use dealers in your sales channel, how to select the right dealers, and how to manage the performance of those dealers once you have them on board, are all questions that should be deliberately considered and premeditated.

These questions cannot be answered in a vacuum – they are the end result of essential ‘homework’ that needs to be done very early in your product’s life. This homework includes defining your offering, and identifying elements of your business systems that need to be consciously designed to support that offering.

During this seminar, we will cover:

- How to define your offering (what, for who, and why?)
- How to decide whether to sell using direct sales, dealers, or combination
- How to integrate dealers into the rest of your sales organization
- How to select the right dealers
- How to set up a common platform for managing dealers
- How to effectively start up a new dealer
- How to manage on going dealer performance & continuous improvement

Registration

To register for this lecture, please contact Marcus Thomson at mthomson@cemi.ca.

There is no fee to attend this lecture, but seating is limited. Register today!

Paid parking is available in the Fraser Parking Lot across from the Willet Green Miller Centre.

A light breakfast will be served at 8:30AM.



Rosa Cimino
Business Consultant,
KPMG, LLP

Rosa Cimino has over 25 years of operational experience in the mining and construction supply and manufacturing industries.

During Rosa’s tenure at Sandvik, a multinational mining & construction equipment supplier, she held several senior management roles and successfully led and implemented a variety of initiatives, including working capital efficiency programs, organizational design, acquisition due diligence, and new company integrations.

Over the last 2 years, she has used her knowledge and skills assisting local businesses with their improvement and business development activities and opportunities.

Rosa has an MBA degree, and is a CPA, CA. She has also been trained through the Swedish Management Institute, and the IMD Business School in Switzerland.

Having started her career with KPMG, she is happy to come full circle, working with clients to help them make choices and implement programs to grow sales, improve margins or increase capital efficiency.

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