

AMERA KnowledgeFest 2008 Workshops in Detail

O = owners and managers
S = sales and marketing staff
I = installation technicians
R = representatives

The designation that follows each description indicates the recommendation for who should attend which works hops. However, any full event attendee is welcome in any workshop.

Saturday, March 15
1 p.m.-2 p.m.

New Premium Products in a Mass Market

Michel Odle, Fujitsu Ten Corporation

Why would consumers choose a Rolex when a Timex ticks the same? Learn why a demand exists for extravagant products when less expensive alternatives are widely available and turn this knowledge into more profits. Mobile Electronics is rapidly becoming a commoditized market, with most suppliers engaged in a race to see who can offer the most features at the lowest price. The only losers in this race are the specialty retailers. Mike will use examples from other similar consumer markets where despite ultimate commoditization, specialty retailers are able to successfully sell premium priced products. It is not impossible for specialty retailers to be profitable and successful in a commoditized and mature market. **O, S**

New How Pie-Charts and Percentages Better Your Business

Ross Rubin, NPD

Research and sales data can be overwhelming. Understand the relevance of mobile electronics sales statistics and how to turn that knowledge into a better bottom line for your business. **O**

Rep Essentials

Ray Wright, IPRO

Develop and improve crucial skills, such as time management, controlling expenses, and building your client base. This workshop – ideal for reps and manufacturers – involves deep discussion of professional field-sales organizations. **R**

1 p.m.-5 p.m.



School of Sound

Sponsored by:

Steve Turrisi and Bill Hamze, JL Audio, Inc.

This MERA essential will ensure that you continue to be the ultimate resource for great-performing, quality systems. Discussions will include music and its role in making system design choices and the essentials of acoustics, vehicle charging systems, and system tuning techniques. Updated content will include working with digital multimeters and oscilloscopes. This workshop is a “can’t miss” for everyone in the industry. Last year’s installers said, “Very good, we need more of this” and “Awesome knowledge of subject material.” **I**

2:30 p.m.-3:30 p.m.

New Displays by AVIDWORX

Marcel Newell, AVIDWORX

Think you have some unique challenges in the flexibility of your retail space? Take this opportunity to explore a variety of display and merchandising solutions for any size retailer. AVIDWORX, a preferred vendor of Mobile Entertainment Source, will show how participation in MERA’s buying group will result in the ideal shopping experience for your customers. **O, S**

The 21st Century Rep

Eddy Kay, The Eddy Kay Group

Reps can no longer simply present their products to retailers and expect to make a sale. Eddy will share the secrets to successful relationship building, ensuring you have accounts to sell in the future. **R**

New Cash Flow Management: How to Have the Money When the Bill Comes Due

Vicky Scrivner, Santa Fe Auto Sound

Sponsored by:



Stop losing profit on stale inventory. Beginning with a review of the popular “Sell It – Don’t Sit on It” workshop, Vicky will expand your MERA know-how with cash-flow techniques that keep the cash flowing. **O**

4 p.m.-5 p.m.

New

Retail Revolution

Steve Jain, JVC Mobile Entertainment

Traditional retail is not dying; it just needs to be reenergized. Become empowered to sell the experience and you will conquer the competition with your unique approach. **O, S, I**

New

Staffing: Sifting through the Stack

Penny Reynolds, Directional Insight International, Inc.

Penny will give you the skills to recruit and retain staff that care as much about the business as you do. Techniques will include application selection, effective interviewing and pre-employment assessment. **O**

New

Turn Customer Calls into Store Traffic

Sponsored by:



Eddy Kay, The Eddy Kay Group

You walk 50 percent of your customers on the telephone. Discover the technique to turn a ringing phone into a ringing cash register, and learn how to turn customer complaints into profits. Eddy says, "The angrier the customer, the more fun it is to use this technique." **O, S**

Sunday, March 16

8 a.m.-9 a.m.

New

Acoustics Power Session Part 1: Installation

Sponsored by:



Rico Felice, Mobile Dynamics

The first in a series of "Power Sessions," this workshop begins an in-depth focus on sound quality. Discussions will include using acoustical principles to ensure quality sound from the installer's point-of-view. (Sunday install fee required) **I**

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New

Time is Money: Helping Your Customers Understand

Sponsored by:



Bill Hamze and Steve Turrisi, JL Audio, Inc.

Even the big-boxes are starting to recognize the value of charging for labor. Help your customers realize the quality of your installation work. Bill and Steve will show you how to sell the value of the specialist from a labor perspective. **O, S**

Merchandising for the Complete Solution

John Wilson, MTX Audio/Mitek Corporation

As the marketplace changes, effective merchandising becomes increasingly important. Discover how proper merchandising can make all the difference when it comes to maximizing sales dollars and improving your business. **O, S**

New

M.E. Source – It's All for You

MERA's Executive Committee and Jim Ristow, AVB

One of the most critical components of the MERA Roadmap to Success, to be introduced in the Town Meeting, is MERA's marketing, promotion and product cooperative. Simply stated, Mobile Entertainment Source – or M.E. Source – is a buying group. But retailers have much more to gain than volume-buying power. How can you get involved? What positive changes can you expect in your store? Get all the details in this "can't miss" workshop. **O**

9:30 a.m.-10:30 a.m.

New

Acoustics Power Session Part 2: Sales

Sponsored by:



Ben Newhall, Polk Audio

The second in a series of "Power Sessions," this workshop builds on Part 1, focusing on sound quality from the sales perspective. Attendees will walk away knowing how to make the customer appreciate the importance of quality acoustics. **O, S, I**

New

Staffing: Sifting through the Stack

Penny Reynolds, Directional Insight International, Inc.

Penny will give you the skills to recruit and retain staff that care as much about the business as you do. Techniques will include application selection, effective interviewing and pre-employment assessment. **O**

New

Hit the Reset Button

Ray Windsor, Leadership Systems Consulting L.L.C.

You have a responsibility to your customers to demonstrate your excitement, letting them know they made the right decision by shopping with you. Revive your passion for being in business in this increasingly competitive climate. **O, S**

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Sound-Off Promotions

Steve Stern, MECA, Inc.

Plan, promote and execute sound-off promotions and learn how to get the most out of the store traffic that you create. Attendees are asked to bring examples of event marketing: fliers, ads and other pieces. **O, S**



New

Installation IQ: Getting the Job Done Right

Kris Bulla and Paul Pirro, Victory Technologies, Inc.

Sponsored by:



Test your skills in this workshop that will cover everything from installation standards to cutting-edge tricks of the trade. Kris and Paul will challenge you to adopt the industry's best practices and add to your expert knowledge. (Sunday install fee required) **I**

11 a.m.-12 p.m.

New

Acoustics Power Session Part 3: Management

Ray Windsor, Leadership Systems Consulting L.L.C.

Third in a series of "Power Sessions," this workshop will focus on sound quality as it is an essential part of your business. Gather tips on directing acoustics-focused merchandising, training and implementation. **O, S, I**

New

Care and Feeding of the Manager-Installer Relationship

Rico Felice, Mobile Dynamics

This workshop will improve all aspects of the manager-installer relationship: providing adequate training, improving communications, building motivation, cultivating apprentices and abandoning old habits. **O**

Selling Total Solutions to Your Customer

Sponsored by:



Aron Demers and Ray Leake, Audiovox Electronics Corp.

Listening, interpreting, guiding and advising ... so your customer leaves with more than just the products on his list. Discussion will include the importance of understanding lifestyles and the drive behind a customer's purchase. **O, S**

New

Time is Money: Helping Your Customers Understand

Bill Hamze and Steve Turrisi, JL Audio, Inc.

Even the big-boxes are starting to recognize the value of charging for labor. Help your customers realize the quality of your installation work. Bill and Steve will show you how to sell the value of the specialist from a labor perspective. **O, S**



New

Understanding Integration with Automotive Networks

Sponsored by:



Panel Discussion: Panelists Kris Bulla-Victory Technologies, Inc., Chris Cook-Mitek Corporation, Moni Melman-Nav-TV, Andy Wehmeyer-Harman Consumer Group. Moderator Robert Garza-Select Products

Networks are prevalent in today's vehicles, and this technology affects sales and installation. Installers need this essential information for OEM integration. Sales people need to demonstrate expertise to the customer. Owners need to understand how the technology will affect business. Join this expert panel for a revealing, informative and relevant discussion. (Sunday install fee required) **I**

Merchandising for the Complete Solution

John Wilson, MTX Audio/Mitek Corporation

As the marketplace changes, effective merchandising becomes increasingly important. Discover how proper merchandising can make all the difference when it comes to maximizing sales dollars and improving your business. **O, S**

Monday, March 17

8 a.m.-9 a.m.

New

Acoustics Power Session Part 4: The Wrap-Up

Panel Discussion: Panelists Rico Felice-Mobile Dynamics, Ben Newhall-Polk Audio, Ray Windsor-Leadership Systems Consulting L.L.C.

Moderator Barry Vogel-The Ultimate Edge

Concluding the series, this workshop gives ample time for you to ask questions in response to the previous day's Power Session workshops. You know the importance of sound quality, but having a fuller understanding of acoustics makes your team even stronger. **O, S, I**

New

QuickBooks® Training for Beginners

Leslie Shiner, The ShinerGroup

Quickbooks® is a popular software for accounting and project management. This workshop will cover the fundamental use of the program and help you get started. Not sure whether you are a beginner? See the below list of topics:

1. Creating a new company file
2. Creating and understanding the chart of accounts
3. Using items or expenses – you decide
4. Creating, maintaining and utilizing the item list
5. Setting up customers and jobs and simple invoicing
6. Setting up vendors and entering and paying bills
7. Managing your checking account

O, S

Integration Opportunities for Vehicles

Sponsored by:



Chris Cook, Civita Technologies /Mitek Corporation

Keep and enhance OEM features by advancing your aftermarket integration skills. The more you know, the more impressed your customers will be as you develop a complete solution for their vehicle personalization. **O, S, I**

New

Charting a Course for Marine Sales

Matt Fulton, Breakers Stereo

Sponsored by:



Do you want to dive into marine, but afraid you'll sink or, worse yet, hit dry land? This workshop will cast away your fears and help you navigate the muddy waters. **O, S**

Cultivating Accounts That Must Have You

Tom Shay, CSP, Profits+Plus Seminars

Discover how to utilize the nine-step approach to dealer loyalty. **R**

Adaptable Sales Techniques

Sondralee Oregia, Custom Audio

Do you feel more comfortable with one type of customer over another? Break out of your comfort zone and learn how to adapt your technique to maximize your selling potential. **S**

8 a.m.-12 p.m.

Remote Start and Security Install Techniques

Joe Dentamaro and Roy Graca, Audiovox Electronics Corp-Code Alarm

Sponsored by:



Attendees will gain a thorough understanding of how to install security and remote start systems into virtually any vehicle. The Audiovox team will also provide a complete overview of vehicle tracking and telematics technology. Additional topics include testing door lock /unlock systems and determining proper transponder interface integration. Attendees will receive valuable handouts and the latest CD-ROM loaded with technical information.* (Monday install fee required) **I**

Attendees are expected to begin and continue the entire workshop. Attendees cannot join in the middle of the workshop, which can limit the ability to attend concurrent workshops.

9:30 a.m.-10:30 a.m.

New

QuickBooks® Training for Intermediate Users

Leslie Shiner, The ShinerGroup

This workshop is for those familiar with the program or those who attended "Quickbooks® Training for Beginners." Learn how to utilize your program to better manage job costs for maximum profits. You will learn how to:

1. Determine how to better enter bills, pay bills and track costs by customer
2. Create invoices to specific to your own company needs, including progress bills, repetitive billing, T&M billings
3. Improve overall project management through better purchasing and improved cost control on jobs
4. Revise the chart of account for better management
5. Learn to analyze financial statements and measure profitability
6. Understand the difference between Accrual and Cash accounting
7. Apply payments or credits and create statements for customers
8. Obtain valuable job cost information

O, S

New **Hit the Reset Button**

Ray Windsor, Leadership Systems Consulting L.L.C.

You have a responsibility to your customers to demonstrate your excitement, letting them know they made the right decision by shopping with you. Revive your passion for being in business in this increasingly competitive climate. **O, S**

New **Your Second Storefront** Sponsored by:

Tom Shay, CSP, Profits+Plus Seminars



If you've ever wondered what to do with your website, this is the right presentation for you. Tom will show you how to capitalize on your internet presence, making it a resource for your customers. **O**

New **Retail Revolution**

Steve Jain, JVC Mobile Entertainment

Traditional retail is not dying; it just needs to be reenergized. Become empowered to sell the experience and you will conquer the competition with your unique approach. **O, S, I**

New **Image is Everything**

Scott Whitaker, Dynamat/Dynamic Control of N.A., Inc.

Sponsored by:



MEMPHIS CAR AUDIO

What makes customers come back time and again and urge their friends and neighbors to do the same? Your brand is not just the products you sell but the complete customer experience you deliver. Walk away knowing three things you can immediately implement to build traffic and profits. **O, S**

Diversify in Performance Parts and Accessories with Success

Jim Spoonhower, Specialty Equipment Market Association (SEMA)

Sponsored by:



See what is hot and what is not in the automotive performance parts and accessories business. Learn how to take advantage of these products without losing your shirt. **O, S**

New **Women's Roundtable Discussion**

Despite being in a male-dominated field, female mobile enhancement professionals – whether they are owners, managers, salespeople, installers, reps, media, or manufacturers – are integral to the continued strength and growth of the industry. For the first time ever, MERA is hosting a roundtable discussion especially for women. This is a time for telling, asking, boasting and learning ... a must-do event for any woman in the industry.

New **Reps: Find out How M.E. Source Affects You**

Representatives are encouraged to attend this informational meeting for details about the Mobile Entertainment Source™ (M.E. Source) marketing, promotion and product cooperative and what it means for you. MERA leadership will be in attendance to answer questions and explain how reps will continue to play an important part in the mobile electronics industry. **R**

11 a.m.-12 p.m.

Financing for the Future

Jeri Grant, U.S. Small Business Administration (SBA)

Trying to envision how to evolve your business into a "model store" but not sure how to afford it? This workshop will get you steps closer to achieving that goal and introduce the multiple resources available from the SBA. **O**

New **MERA Sales & Scheduling – Real Solutions for Retailers**

Bob Fields, Victory Technologies, Inc.

Rick Mathies, MERA

Sponsored by:



Learn how the Quickbooks®-compatible MERA Sales & Scheduling software can help you overcome the complexity of scheduling installs. This program simplifies the creation of work orders, estimates and invoices, as well as processing credit cards, posting payments, and reporting on installer activity. **O, S**

New **Staying on Track with Training**

Leslie Shiner, The ShinerGroup

Building staff know-how can be well worth the investment. Leslie will give you ready-to-implement tactics for staff development and reinforce the value of lifelong learning for you and your employees. **O**



Getting Your Customer Plugged In

Sponsored by:

Panel Discussion: Eric LeClerc-Peripheral Electronics, Manville Smith-JL Audio, Ron Trout-Rockford Corporation

This is your opportunity to ask the experts' advice for dealing with the challenges of selling your integration skills to the customer. **O, S**

The Specialist Advantage

Tom Shay, CSP, Profits+Plus Seminars

In order to get customers to do business with you, you have to understand *why* your customers do business with you. In this essential workshop, Tom will help you acquire this knowledge and show you why a good salesperson is one that speaks less than his customers, but in the process discovers their specific wants and needs. **O, S**

Sponsored by:



Tuesday, March 18

8 a.m.-9 a.m.

The Art of Advertising

Bob Graham and Matt Fulton, Breakers Stereo

Is your advertising effective in reaching your core customer? Learn the proper ways to advertise and get your message across while viewing examples of the good and the bad. **O, S**

New

Cash Flow Management: How to Have the Money When the Bill Comes Due

Vicky Scrivner, Santa Fe Auto Sound

Stop losing profit on stale inventory. Beginning with a review of the popular "Sell It – Don't Sit on It" workshop, Vicky will expand your MERA know-how with cash-flow techniques that keep the cash flowing. **O**

8:00 a.m.-12 p.m.



New

Custom Integration Solutions

Sponsored by:

Steve Brown, Alpine Electronics of America, Inc. and Bryan Schmitt, Mobile Solutions

Learn how to integrate the latest mobile technologies seamlessly into today's vehicles. Steve and Bryan will teach you effective strategies to ensure profitability from your installation work. Learn custom integration techniques to differentiate your work and your shop from the big-box stores and from competing retailers. **I**

9:30 a.m.-10:30 a.m.



Overcoming Objections

Sponsored by:

Eddy Kay, The Eddy Kay Group

If you only knew why your customer's were walking away you could fix it. Eddy will teach you how to find out why they are walking away and how to bring them back for the sale. **S**

New

Shopping for Savings

Panel Discussion: Panelists Bob Graham -Breakers Stereo, Rick Mathies -MERA, Mark Miller-Westminster Speed & Sound, Vicky Scrivner-Santa Fe Auto Sound, Barry Vogel-The Ultimate Edge. Moderator Jeff O'Heir-Dealerscope

Expense control can save you thousands of dollars a year. This panel will share tried and trusted methods to skillfully manage your overhead from APRs to zip-ties. **O**

11 a.m.-12 p.m.

Benefit from Consumer Financing Programs

Bob Graham, Breakers Stereo

In this essential workshop, discover how in-store financing creates a loyal customer base. Bob will cover the various approaches, how to get started and how to use consumer financing to keep your customers coming back. **O, S**

Adaptable Sales Techniques

Sondralee Orengia, Custom Audio

Do you feel more comfortable with one type of customer over another? Break out of your comfort zone and learn how to adapt your technique to maximize your selling potential. **S**