

How To Thrive In Your Career At Rathsburg

September 12-13, 2006
Novi, Michigan, USA



The Novi Campus
At Channel University

Channel University, an operating group of the Rathsburg Organization, is proud to announce its Third Semester Course Syllabus, How To Thrive In Your Career At Rathsburg. This sales skills course is being taught by the best and brightest people at Rathsburg.

The two-day course will begin with an in depth look at the strategic vision of Rathsburg given by the CEO, Greg Rathsburg. He will detail how the industry has changed these past few years and why the organization has to change at the same pace and magnitude in order to meet the challenges it is being faced with now and in the future. Students will take part in eight different lecture halls designed to help them develop the skills needed to close orders and provide the myriad of other services necessary to delight clients and customers alike. Presentations on these various topics will be followed by breakout sessions where smaller, working groups will be able to exchange candid reactions, thoughts and ideas with their co-workers.

Two industry icons will present guest lectures during the course. Jerry Dempsay, the recently retired Vice President of Sales and Marketing at Teccor Electronics and later Littelfuse, will present his vision of what a Principal looks for from a best in class Sales Representative. Mike Lasley, President and Owner of ION Associates, the leading Manufacturer's Representative in the Texas territory, will provide a perspective on what it takes to excel in today's high tech electronic component sales environment.

Graduates will be extremely well versed in the repertoire of sales skills needed to work together seamlessly for the benefit of each other and the company's trading partners. They will also learn the importance of aggressively selling deep into the line card while still providing the best in class service that Rathsburg has been known for these past two decades.

Channel University is part of the continuing education curriculum offered to the employees of Rathsburg. Being best-in-class requires hiring the top available personnel and giving them the tools they need to perform their jobs well. Training of the best, by the best, is one way of reaching our goal and improving the business community where we make our living. Rathsburg is committed to being the best in its business.

Rathsburg promotes Scott Brodehl to Chief Operating Officer

Rathsburg Associates, the leading Manufacturer's Representative of Electronic Components in the Midwest, has recently promoted Scott E. Brodehl to the position of Chief Operating Officer at the Company. In addition to his new duties as COO, Scott will continue to run the Automotive Sales Group at Rathsburg. He holds a BSEE Degree from the University of Dayton



and has worked at Rathsburg for the past thirteen years. During his time with the company, he has held every outside sales position from Distributor Sales Specialist to Sales Engineer to Sales Manager. Prior to that time, Scott worked in various sales and marketing positions at General Motors Corp. He lives in nearby Canton, MI with his wife, Catherine, and their two children, Justin and Jordan.

Course Syllabus & Faculty Guide

RATHSBURG'S ROAD MAP TO SUCCESS will expand upon the critical factors facing the organization today: having the various departments in the company working together in a seamless flow to service our Partners efficiently and satisfactorily; moving from a service focused company to a sales focused company while still maintaining our best in class service. **GREG RATHSBURG** will present this course material.



THE CRM DILEMMA will explore the pro's and con's of this pervasive new reporting requirement being added to the Representative's growing list of responsibilities. How do we give adequate attention to these very demanding on line tools while still finding time to stay in front of our customers and distributors? **Emily Otte**, who has been in the electronics industry for twenty six years and is the Rathsburg Distributor Sales Specialist in WI, will present this course material.

THE CARE AND SUPPORT OF DISTRIBUTION will delve into the skills and techniques needed to grow POS sales for our clients while working together with, and in support of, the other members of the Rathsburg Team. **BECKY SZALWINSKI**, who has been in the electronics industry for almost twenty years and is currently the Rathsburg Distributor Sales Specialist covering Indiana, will present this course material.



INSIDE SALES' ROLE IN SALES GROWTH will define the myriad of services that are required to interface flawlessly with the SE's & DSS's at Rathsburg while facilitating sales growth at the customer level. **KATHLEEN JUSTUS**, who has worked in Inside Sales at Rathsburg for fifteen years, will present this course material, along with **BECKY SZALWINSKI**.

SALES TECHNIQUES REQUIRED IN A PDA WORLD will provide recommended techniques on how to get around vMail & eMail to schedule quality sales visits as well as revisiting classic prospecting and closing skills. **BILL MERANDA**, who has worked at Rathsburg for fifteen years and is currently the Indiana Territory Manager, will present this course material.



SELLING THE RATHSBURG SIGNAL CHAIN will explore tried and true techniques on how to prepare properly for engineering sales calls and how to sell one line or go deep into the line card depending on the opportunity presented by the customer. **DAN RINGGER**, who has been in the electronics industry for over ten years and is the Rathsburg Sales Engineer in Southern Ohio, will present this course material.

SERVICING THE PRINCIPAL PROPERLY will provide a user's guide to the many and varied techniques that are required to delight the Principal from both a sales and a service perspective. **MARK LUCAS**, who has been with Rathsburg for over a decade and is the Ohio Territory Manager, will present this course material.





THE PRODUCT MANAGER'S ROLE IN CLIENT SERVICE will define the myriad of functions that are required to interface clearly and efficiently with the TM's, SE's & DSS's at Rathsburg while providing real time uploading of account status to the Principal. **GENE CORDOVA**, who has worked in I/S and Product Management at Rathsburg for eight years, and **MIKE HASSETT** who has been with Rathsburg for five years and is the Minnesota Territory Manager, will present this course material together.



THE CULTURE OF RATHSBURG will be explored from two different points of view: an experienced employee who has thrived in his career and a relatively new employee who is still learning the cultural nuances of the organization. This course material will be presented by **ROY SCHROEDER**, who has worked at Rathsburg for nine years and is the Territory Manager in Chicago, and **JACKIE MANCINI**, who is in her first year of employment at Rathsburg as a Cleveland Sales Engineer.



Guest Lecturers

Jerry Dempsay

Littelfuse

VP Sales & Marketing (retired)

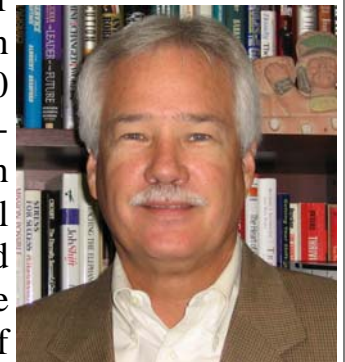
Jerry Dempsay will be presenting a guest lecture on the talents and capabilities required to be a world class Sales Representative from the Principal's perspective. Jerry has recently retired from a successful career in sales and marketing that has spanned three decades. His most recent position was Vice President of Sales & Marketing for Teccor Electronics and then Littelfuse. Jerry is a long time associate of Rathsburg Associates and was instrumental in formulating Rathsburg's commitment to excellence in the early years of the company's development.

Mike Lasley

ION Associates

President & Owner

Mike Lasley is a 34 year veteran in the Electronics Industry. After graduating from the University of Texas, he has held various positions in manufacturing, distribution and sales management. For the past 30 years, he has led Ion Associates to be one of the largest and top performing Manufacturers Representative firms in North America. He is an active member of numerous steering committees, serves on several Boards of Directors and has spoken to audiences in the US, Asia and Europe. He is regarded as a continuous student of business, an out of the box thinker and an effective communicator. Mike lives with his wife of 32 years, has two grown sons and raises cattle in his free time.



Course Schedule

Schedule -- Tuesday, September 12th

Time	Topic	Presenter
11:00 a.m.	Rathsburg's Road Map to Success	Greg Rathsburg
12:00 p.m.	Lunch Break	All
1:00 p.m.	Rathsburg's Signal Chain	Dan Ringger
1:45 p.m.	Signal Chain Breakout Session	Breakout Groups
2:00 p.m.	Signal Chain Review	All
2:15 p.m.	Distributor Care	Becky Szalwinski
3:00 p.m.	Distributor Care Breakout	Breakout Groups
3:15 p.m.	Distributor Care Review	All
3:30 p.m.	How to delight the Principal	Mark Lucas
4:15 p.m.	Client Care Breakout Session	Breakout Groups
4:30 p.m.	Client Care Breakout Review	All
6:00 p.m.	Dinner	All
7:00 p.m.	Guest Speaker	Jerry Dempsay

Schedule -- Wednesday, September 13th

Time	Topic	Presenter
8:00 a.m.	The CRM Challenge	Emily Otte
8:45 a.m.	CRM Breakout Session	Breakout Groups
9:00 a.m.	CRM Review	All
9:15 a.m.	Insides Sales	Kathleen Justus & Becky Szalwinski
10:00 a.m.	Inside Sales Break Out Session	Breakout Groups
10:30 p.m.	Inside Sales Review	All
10:45 a.m..	Product Manager	Gene Cordova & Mike Hassett
11:00 a.m.	Product Management Break Out Session	Breakout Groups
11:30 p.m.	Product Management Review	All
1:00 p.m.	Sales Techniques & Closing Skills	Bill Meranda
1:45 p.m.	Sales Skills Breakout Session	Breakout Groups
2:15 p.m.	Sales Skill Breakout Review	All
2:30 p.m.	Rathsburg Culture—Fact or Myth	Roy Schroeder & Jackie Mancini
3:30 p.m.	Rathsburg Culture Breakout Session	Breakout Groups
4:00 p.m.	Closing Comments & Commencement	Scott Brodehl
6:00 p.m.	Dinner	All
8:00 p.m.	Guest Speaker	Mike Lasley