

2001 IMDA Annual Management Conference

The Registry Resort, Naples, FL

June 20-23, 2001

Enhancing the Profitability of Your Specialty Business

THURSDAY, JUNE 21

8:00 to 9:45 Finding the Right Sales Reps for You

A sales rep is not a sales rep is not a sales rep. In fact, a rep who excels in one environment might fail in another. That's because the success of salespeople depends on the culture of their company, the nature of their products, and the kinds of customers they sell to.

Few people understand the psychology of salespeople and of sales than **Howard Stevens**. Stevens is author of The Quadrant Solution A Business Novel That Solves the Mystery of Sales Success and Selling the Wheel: Choosing the Best Way to Sell For You, Your Company, Your Customers. He also is founder and president of the H.R. Chally Group, Dayton, OH, whose motto is "Success Can Be Predicted." The company offers employment testing, sales productivity audits, customer and market audits, and sales and market strategies. Chally produces the Physicians' Office World Class Sales Survey, published in Repertoire Magazine, in which thousands of physicians grade the sales reps who call on them.

9:45 to 10:05: Break

10:05 to 11:00: Talking Your Banker's Language

What do bankers want to see and hear from companies looking for credit? Stop guessing, and listen to a banker who has worked with specialty distributors for years tell you what he looks for from companies like yours. Bankers are people, and so can be influenced by your "sizzle." Still, it's the "steak" they're looking for. Learn how to give them both in this informative presentation.

Jim Morton is president of Fidelity Bank in Edina, MN, and has worked with IMDA member Keomed for years.

11:00 to 12:00: How to Make Banking Pay Off: A panel discussion by IMDA members about banks and bankers.

Forget the theory and plunge into the practical, during this lively presentation by a panel of your peers. Topics to be covered include:

- "Cash flow talks," by Bruce Cheatham, CVC Inc.
- "The care and feeding of bankers," by Dave Campbell, Vital/Med Systems
- *And more!*

12:00 to 1:00: Lunch

(Thursday afternoon's sessions were designed to be of value to IMDA members and manufacturers alike. Take advantage of this opportunity to learn and dialogue with those on the other side of the specialty dealer/manufacturer relationship.)

1:00 to 2:15: How Do Medical Device Innovations Find Their Way to Market?

The short answer to that question is simple: Specialty sales and marketing organizations, like those in IMDA. But the longer answer is a bit more complicated. Innovators of new technologies need money from venture capitalists to fund their engineering, testing and manufacturing endeavors. Then they must identify individuals and companies to help them identify and reach potential buyers.

Rich Davies, managing director of Vector Resources, brings with him years of marketing, management, and business experience in the medical device industry. Vector specializes in providing medical device companies with business development and marketing assistance. Learn how innovators bring their products to market and how important a role IMDA members can play in that process.

2:15 to 2:45: Three Essential Elements of Successful Contracts

A well-written contract that protects the rights of specialty dealer *and* manufacturer can spell the beginning of a wonderful relationship...and a mutually profitable one. Learn what it takes in this succinct, practical presentation.

Having served as legal counsel since the association was founded and having been involved in antitrust cases even prior to that, **Mitchell Kramer** is one of the country's foremost legal experts on manufacturer/distribution relationships. Don't miss this presentation.

2:45 to 3:00: Break

3:00 to 3:45: Using Technology to Focus on What's Really Important – YOUR CUSTOMER

Ever drop the ball on a lead? Miss the mark on projections? Fail to take action on an important piece of intelligence from a manufacturer partner because it got lost somewhere along the way? Each time one of these things occurs, you and your manufacturer lose an opportunity to serve a customer or advance your mutual goals.

But the solutions to complex problems don't need to be complex at all. IMDA member **Butch Lawhon** of Products for Surgery will share with IMDA members and manufacturers how his company implemented an electronic solution to manage its business better, strengthen its ties to its manufacturers, and stay focused on its customers.

3:45 to 4:30: A New Kind of Meeting Place for Manufacturers and Specialty Sales and Marketing Companies

Rep 911 is a new Internet-based meeting place where manufacturers can find distribution partners. The database allows companies to search for specific distributors that match their predefined profile. **Darren McMasters**, president of San Antonio, TX-based Imagine Medical, will show you how to participate.

5:00 to 7:00 Manufacturers Forum: Showcase of Innovative Technologies

This is your chance to meet and talk business with manufacturers of innovative technologies in a relaxed, comfortable atmosphere. This is IMDA's third Forum and it promises to be the best thus far.

FRIDAY, JUNE 22

(The first two sessions on Friday morning will be of interest to IMDA members and distributors.)

8:00 to 8:45: Stuff Your E-Mail In-Box with Hot Sales Prospects

What cost-effective, practical tools do IMDA members have at their disposal today to help them generate sales prospects? The fact is, simple e-mail and Web-based tools can help you get your message in front of interested buyers quickly and inexpensively.

In this message, **Darren McMasters** of Imagine Medical returns to show you how to use a cost-effective Internet presence to generate sales prospects and introduce new products to your marketplace. *Manufacturers encouraged to attend.*

8:45 to 9:30: A Fortune 500 HR Department That You Can Afford

As a small company, can you afford to offer your employees first-class health insurance, 401(k) programs, disability and life insurance, access to psychological counseling when they need it, educational opportunities, employee manuals? By outsourcing your HR function to a professional employer organization, or PEO, you can. Learn how in this program that could change the way you run your business.

Jay Mincks is executive vice president of sales and marketing for Administaff, Kingwood, TX, one of the country's most respected PEOs. He'll share with you how some IMDA members already have a full-time HR department without the cost. *Manufacturers encouraged to attend.*

9:30 to 9:50: Break

9:50 to 12:00: Seizing New Business Opportunities

Your business environment is changing all the time. As it does, opportunity presents itself. In this interactive session, a panel of IMDA members and guests will share with you some opportunities they've uncovered, such as repping mature product lines, serving the non-hospital market and selling reprocessing services.

1:00 to 6:00: Golf Tournament

5:30 to 7:30: Hospitality Suite

SATURDAY, JUNE 23

8:30 to 10:00: Subspecialty Breakout Sessions

Birds of a feather flock together. And this year's Annual Conference will make it easier to do so. For the first time, IMDA will organize breakout sessions by specialty. Take advantage of this opportunity to network with others in your specialty, learn about new product line opportunities and share your concerns and successes. Breakdown of specialties to be announced.

10:00 to 10:20: Break

10:20 to 12:00: Annual Business Meeting

Learn about the new direction IMDA has embarked on. Voice your opinion.

12:00: Adjourn

Dinner