



**SEPTEMBER-OCTOBER**

**2002**

## **PALM PILOT WORKSHOP**

By Michael Onken, Education Chairman

Nearly thirty ERA member reps came together on Friday, August 2<sup>nd</sup>, at Harry's Hofbrau, in San Jose to participate in a "Palm Pilot Workshop". Sponsored by ERA's Educational Committee, the featured speaker was Palm Computing's Mr. Philip McClendon, Product Marketing Manager for Peripherals.



Despite the poor acoustics of the room, Phil managed to present an informative program for those thinking of purchasing a Palm device (approximately one-third of the audience) and also those who wanted to learn more about their device and peripherals available. Since Phil works regularly with reps (he is a product manager, not someone from Palm's PR office), he was prepared to offer many suggestions to help reps function more efficiently.

Phil explained Palm's intentionally heavy reliance on third party hardware and software vendors. Phil helped us navigate through these limitless options. One of the more interesting solutions is provided by Copytalk ([www.copytalk.com](http://www.copytalk.com)). Copytalk offers a dictation service available for Palms (and also for PCs). Once choosing from a number of economical plans (\$9.95 – 59.95 per month), a user simply dials the Copytalk phone number and dictates meeting notes, a letter, or e-mail. That information is then transcribed and sent to your Palm or PC, or in the case of an e-mail, can be sent. This appeared to be a fantastic solution for those outside salespeople who are often out of the office.

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Another rep-oriented solution is provided by local vendor, Margi ([www.margi.com](http://www.margi.com)). Margi offers a hardware and software kit that allows your Palm device to store and play Microsoft Powerpoint presentations. This allows any of us to go to a distributor or customer and make Powerpoint presentations without having to drag a clumsy laptop

**NCALERA NEWS**

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R.W. (Bob) Parsons, editor

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**MEETINGS & SPECIAL EVENTS**

November 5<sup>th</sup> – Michaels at Shoreline – Regular meeting – Past President's Night

December 4<sup>th</sup> – All Electronic Industry Charity Event (ERA, NEDA Christmas party

January 1<sup>st</sup> – Happy New Year!

(PALM PILOT WORKSHOP-Cont.) computer with us. Simply plug the Palm device directly into a customer's projector!

Some Palm handhelds offer wireless "web clipping" capabilities. By signing up for Palm's wireless ([www.palm.net](http://www.palm.net)), one can access e-mail remotely or use any countless number of information services offered by third party vendors. MapQuest is amongst the more popular web clipping services. Mapquest provides door-to-door directions. See [www.palm.com/software](http://www.palm.com/software) for more information.

Phil gave a demonstration of how two Palm users can share an "electronic" business card instantly through the device's infrared port. He simply selected a business lead he wished to share with someone, and instantly sent that person's information to the other Palm.

Mr. McClendon also explained many of the other popular features and accessories, which have helped Palm enjoy a 70% market share in the handheld marketplace. Palms can store thousands of customer contacts, as echoed by some of the more adept attendees. Palm users often complain about the "graffiti" text used in entering data to a Palm. Fold-out keyboards are now available as the solution. For those requiring more detailed maps, GPS add-ons are available. Other useful solutions can be found at [www.palm.com](http://www.palm.com), [www.handango.com](http://www.handango.com), and [www.palmgear.com](http://www.palmgear.com). Kyocera has

introduced its first Smartphone, which is a cellular phone and Palm device, all in one



([www.kyocera-wireless.com](http://www.kyocera-wireless.com)). Another Phil, Phil Kipnis, demonstrated to the group his new Smartphone.

Lastly, Phil touched on the future of Palm Computing. Palm will continue to provide innovative advances with future versions of its proprietary Operating System, as well as new Palm hardware. The many third-party vendors will continue to supply additional solutions. BlueTooth technology is planned so that Palm devices “talk” to computers, printers, cell phones, etc. using a defined wireless protocol (See [www.howstuffworks.com/bluetooth.htm](http://www.howstuffworks.com/bluetooth.htm) For more information).

**PRESIDENT’S COLUMN**

By Brian Everhart

It has been with pride that I served the ERA for 30 years. On January 1, 2003 I will be retiring from ERA. During my time I followed the ERA way of life and practiced ethical conduct and professionalism as passed on to me by my mentors and predecessors. I tried to pass this on to all of those I have had the pleasure of working with and I thank all the members for allowing me time well spent in the ERA.

Good luck and good selling.



**NEWS & VIEWS**

By R.W. (Bob) Parsons

We had an eventful period, this past two months. The Owner’s Forum, the Palm Pilot Workshop, and several important administrative changes have been set in motion for next year. This year’s Golf Tournament should be off and running as this goes to press (plus or minus a day or two).

The tournament is proof positive for you that times are improving. Attendance is expected to be about half what it used to be before 9-11. What? Some will say that it is because times are so tough. We think it is the opposite. People are just working harder.



We look upon the choice not to play during normally productive time as proof that that work is paying off and it holds out promise. While reps and distributors as a group are still “crying poverty,” individually their responses are more affirmative in nature. Underneath we can sense that “stuff” is happening. Good stuff.

It is too early for accolades but it’s not too late to start thinking and acting positively as a group. It is tough when you are struggling but grumbling only impresses the grumbler, in this case. Your customers really do not see a “bad business” attitude as being anything to get upset about. As is the case with your principals, they have troubles of their own!

We read an interesting approach to thinking positively. The source points out that there are four positive values to be gained from any call. First, you can get an order. Second, you can get a definite “no.” (You don’t have to waste time on that any more.) Third, you can get a solid commitment to future action. (No, you can’t spend it yet, but it will pay off, eventually.) And last, you can identify the cause of failure and correct your thinking for future actions – learn from your mistakes. \*

We got this positive input while attending the second presentation of Chip Doyle, given September 17. Chip is Director of the local Sandler Sales Institute operation, This time the presentation was targeting the sales person, inside and out. The material was very informative and this is just a sample of the kind of ideas Chip presented. Several participants made a point of asking for more of the same.

\* (Excerpted from Strategic Sales Management, Module 2 reference Guide, ©1998, Sandler Systems Inc.)

Everybody was on time and the meeting started accordingly. The foundation was laid when we were asked to provide subjects that would be of interest to the audience. The lead subject was “How do we use our time more effectively?”



**CHIP DOYLE**

With this opening, Chip took us through a review of Traditional Selling methods, those practiced by many of us who acted as “unpaid consultants” for years, giving of ourselves without compensation. He reminded us that in this system, the customer is doing *his* research. He tends to not provide good information, even to the point of occasionally resorting to half-truths or worse to the salesman to keep him or her in the dark. The customer is *gathering* information, not giving it. In this traditional approach, we make a presentation, trying to generate interest on the part of the customer. The usual next step is a “close” action, usually involving the handling of objections and setting up follow up activity.



When responding to the close, he often manages to say nothing but maneuvers to keep his options open for future contacts. In effect, he is hiding from you until such time as he feels that he needs you.



The Sandler method starts by doing basic research. We were impressed with the introduction to their system, how an immediate rapport with the customer is set up by making certain that he knows why you are there. In fact, he may find it easy to forget or ignore why you are there if this phase is properly carried out. The manner at which you approach him can engender a greater level of rapport with him.



We were most impressed by the methods laid out to find the customer “Pain” point. The questions are laid out to put him at ease, yet provide you with all the answers you could need. For instance:

- What have you tried before to fix the problem we are talking about?
- Tell me more.
- Did that eliminate the problem?
- Why do you suppose it didn’t?
- Why did you choose that approach the last time you made this decision?

The questions go on into the qualification process, covering issues such as costs, lessons learned,

**We liked the interactive nature of this presentation. Students talking with students, closely monitored by the instructor**

personal gains, and that all important question, "How will your earlier experiences affect the decision on our services?"

During Chip's presentation, he stressed key ingredients in the selling process, behavior, technique and attitude. Attitude is by far the most important.

One of the senior reps present, one with many years of experience in the field, commented that he liked the presentation because much of it was a review of things he had learned (*the hard way, we suspect*) over the years.

Here's an item to remind you that old reps (also) never die, they just continue to do their thing.

- ▶ "Sherm" Fishman (An ERA Life Member) was granted his 29th patent in August. It is for a stamp dispenser for the new self-adhesive stamps in rolls of 100. They come in sets of 2 for five bucks. Use 37c stamp in one and 23c stamp in the other. Send orders and check to SARA Stampers, P.O.Box 4335, Walnut Creek, CA. 94596. Allow 3-4 weeks for del.

Sherm teaches a class in writing your own patent application in the W.C. Adult Education (925) 943-5858.

Things are happening in the computer world that can be quite frustrating. After we had decided that the new version of ACT!6 was "just the thing" for our operation in that it provided (among other things) html output for our e-mail, we found that all that glitters is not gold. It is a resource-gobbling program, to say the least. We haven't tried it on our newer XP but the old ME would not send out multiple messages in the volume we normally send.

Are we large mailers? Gosh, no. Two or three hundred is our max. What to do? We loaded in another 256Meg of memory, now reaching our maximum of 526 Meg. It seems to work fine.

In this same vein, do not be surprised if you call a hardware/software vendor for telephone support and end up in a foreign country. Large ISP's such as Earthlink have support offices all over the country, so that has not been a surprise. One never knows where a Pacific Bell service response is coming from. Now Dell is sending all their support requests to India and Linksys is using a group in the Philippines! It doesn't work too well, as one might imagine. There is more than a language challenge. They speak English. They don't always speak American. I wonder what they do with Texan? Or Boston, ferGodssake?

**The Northern California Chapter of ERA is one of the more active chapters within the national association. We have received numerous national awards to prove it. Our success is a direct result of the interest and effort put forth by its members and the officers listed below, all volunteers.**

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