



October 2007

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**Any correspondence to the office needs to be mailed to:
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A letter from the president:

Fellow Reps,

I want to thank everyone who attended last week's planning meeting. A good dinner, good conversation and a rousing good time were had by all. As promised we will email out the suggestions for next years activities for the chapter to choose from. Meanwhile down at the Ranch, We still need to close off the ballot for the new slate of officers. Final call, IF you want to be one of the "insiders" and help lead the chapter, get an email to Brad or myself pronto.

The chapter will finish up the year in good financial shape. We will have enough money in the bank to fund next years increased chapter activities and educational programs; but please make sure you let us know your choices. See everyone at the November Past Presidents meeting and election night.

Look forward to seeing everyone on Tuesday the 6th...

Phil K.

September 20 , 2007

QUICK LIST

Big Wave Power

Product Group: Components, Consumer Electronics, Computer Products, Communications

Padtech Industries Ltd

Product Group: Components, Consumer Electronics, Computer Products, Communications, Instrumentation & Sensors, Materials, Assembly & Production, RF/Microwave, Electronic Systems Integration Group

RFMorecom Corea

Product Group: Components, Communications, RF/Microwave

Sumitronics Asia Pte. Ltd.

Product Group: Consumer Electronics, Materials, Assembly & Production

US A'SYCK Corp.

Product Group: Components, Materials, Assembly & Production

UTI Technology Inc.

Product Group: Components, Materials, Assembly & Production, Electronic Systems Integration Group

Wellex Corporation

Product Group: Consumer Electronics, Communications, Instrumentation & Sensors

ERA Tip of the Month - September 2007

Use These "Magic Words" with Customers and Principals

This month's tip comes from sales consultant and author John Boe of John Boe International in Monterey, CA. (<http://www.johnboe.com>)

If you can recognize the individual behavioral styles of your customers and principals (both current and prospects), you can adapt your presentations and gain better results by using as many as possible of these emotionally charged "magic words" and power phrases.

The aggressive, bottom line **Worker style** is results-oriented. They ask "what" questions. Workers value achievement and fear loss of control. When presenting to this style, use these words:

Control * Flexibility * Work * Bottom line * Power * Challenge * Speed * Money * Functional * Results * Goals * Options * Hands on * Quickly * Freedom * Immediately

*The expressive, emotional **Talker style** is people-oriented. They ask "who" questions. Talkers' value recognition and fear loss of prestige. When presenting to this buying style, use these words:

Fun * Entertaining * Creative * Friendly * Simple * Incredible * Exclusive * Improved * Prestige * New * Ultimate * Spontaneous * Exciting * Enjoyable * Cash * Adventure

The passive, harmonious **Watcher style** is service-oriented. They ask "how" questions. Watchers value appreciation and fear conflict. When presenting to this buying style, use these words:

Support * Service * Family * Harmony * Dependable * Caring * Cooperation * Helpful * Easy * Sincere * Love * Kindness * Concern * Considerate * Gentle * Relationship

The analytical, cautious **Thinker style** is quality-oriented. They ask "why" questions. Thinkers value accuracy and fear being viewed as incompetent. When presenting to this buying style, use these words:

Safe * Scientific * Proven * Value * Learn * Guaranteed * Save * Bargain * Economical * Quality * Logical * Reliable * Accurate * Perfect * Security * Precise * Efficient

To All ERA Reps and Manufacturers:

There's still time! The opportunity remains open for your company to be a program sponsor of the 2008 ERA Conference. If you act by OCT. 30, your company (or chapter) will be listed in the Sponsors page insert in the SECOND edition of our program brochure, due to be mailed in early November.

Please see the Sponsors pdf for a list of the generous organizations that have thus far signed on as Conference Sponsors. They have already been acknowledged in the first program brochure mailing and will be featured in a two-page spread in the Fall 2007 issue of THE REPRESENTOR, coming soon to your mailbox.

If you want to add your company's or chapter's name to this impressive roster, just review the details on the pdf (the Sponsor Form) and submit your pledge. Your name will be added to the Sponsors page on our Web site ASAP, and you will gain all the promotional benefits described, including a listing in the upcoming updated edition of the Conference brochure.

Please remember that Educational Program Sponsorships are allowing our Conference Committee to schedule speakers that we otherwise would not have been able to afford (without hiking the registration fee). With the Gold and Platinum Sponsorships, one or two (respectively) paid registrations for the Conference are included, so your actual donation is darn low for the recognition and visibility your organization gains.

You can access up-to-date Conference and Sponsorship details on the ERA Web site at--
http://www.era.org/aa_conference/current_conf.html.

If you have any questions, just contact our Conference Coordinator, Tess Hill, at
<mailto:thill@era.org>.

Many thanks and best regards,

John O' Brien, CPMR
Coakley, Boyd & Abbett, Inc.
Chair - 2008 ERA Conference Committee

Reminder- UPDATE YOUR COMPANY INFORMATION THAT RESIDES ON OUR CHAPTER'S WEBSITE

All information on these detail pages are the responsibility of the rep.
To update your company's info, follow these instructions

- **UPDATING INSTRUCTIONS:**

- go to <http://www.ncalera.org>
- click on Member Benefits
- select EDIT Your Directory Page
- at the prompt, enter your Username and Password

For those of you who have forgotten your username and password, please contact either of the website committee co-chairs:

Ron Jenkins: Phone: 650-961-1422 ~ E-Mail: ron@westechassociates.com , Or

Ed Blake: Phone: 408-934-3955 ~ E-Mail: info@ebacal.com