

May 2014



SHDA DOOR & HARDWARE 101 PRESENTED BY DHI

Self-Paced, Online Course - only \$130!



Visit www.dhi.org/shda

In a new partnership with DHI, SHDA is proud to introduce the first step on the education path for anyone working with door and hardware products – SHDA Door & Hardware 101 presented by DHI.

With newly updated content this course introduces the fundamentals of architectural doors and

hardware to those new to this industry and desiring to understand the basics of the products and their applications. It's a simple introduction to understand the critical components of openings that provide life safety and security to building users.

To learn more, just [click here for full details](#).

SHDA INTRODUCES PROFILES INTERNATIONAL – YOUR HR ASSISTANT!

During the 2014 Annual Conference, SHDA unveiled its new partnership with Profiles International to help you better manage your HR potential. Profiles International offers assessment solutions that enable organizations to select the right people for the right job and develop them to their full potential. This program was recommended to SHDA by a satisfied member customer.

For a limited time only, Profiles' introductory offer gives you an opportunity to test-drive this program AND benefit from discounted pricing – but only until July 31!

To learn more about this program, read this message and [click here](#). (Remember that your username is your email address. If you do not recall your password, just click "forgot password" and you will be given instructions to set up a new one. It's that easy.) **Read on to learn more about the special SHDA offers.**

The Profiles International program can help you and your company:

Check out
SHDA New
Members and:

SHDA Door &
Hardware 101
Presented by DHI

Use Profiles To
Help You Manage
Your HR
Potential

Dave Matthies
Elected SHDA
President

Welcome New
Members

Sales Training
Course Offered

Mark Your
Calendars!

2015 SHDA Annual
Industry Summit

April 28-May 1
Pointe Hilton
Squaw Peak,
Phoenix, Arizona



SHDA

105 Eastern Avenue
Suite 104
Annapolis, MD
21403
P: 410-940-6346
F: 410.263.1659
www.shda.org

Profiles, continued

- Hire the right job fit by matching candidates to your custom job pattern with the Profile XT
- Reduce turnover costs & make more informed decisions about employees.
- Use the Step One Survey to learn who is a high risk hire because of workplace attitudes in honesty, integrity, reliability, and substance abuse
- Personality Profiles - "IMPROVE RELATIONSHIPS AND YOU'LL IMPROVE PRODUCTIVITY!"



*Take advantage of
Profiles' special offer
through **July 31, 2014***

A special SHDA PILOT PROGRAM is being offered to through July 31, 2014

FREE (yes, that's right - FREE) Profiles Performance Indicator - one per company... no risk, no obligation, no strings attached... but for a limited time only...

Two for one PXT - no limit - meters are GUARANTEED to never expire. Regularly \$225 but the Association discount is \$175. This special BOGO (buy one get one) opportunity is to help you assess more people and so that we can build the patterns for each position and increase your R.O.I. ...but act now because after July 31 this special is over - (the \$175 Association price is still a deep discount on the PXT).

Sample reports, list of assessments, shopping cart and more can be found at www.shda7.com. If you would like to discuss Profiles further, please contact Michael Derrick at 847-732-9001 or email mike@thepartnergroup.com.

DAVE MATTHIES ELECTED SHDA PRESIDENT FOR A ONE YEAR-TERM

Dave Matthies of Southern Lock & Supply in Pinellas Park, Florida was elected SHDA President for a one-year term, succeeding Stan Maziuk of Maziuk Wholesale Distributors in Syracuse, New York.

Rounding out the Board is:

Vice President: Sean Steinmann, Intermountain Lock & Supply, Salt Lake City, UT
Secretary-Treasurer: John Burke, IDN-Armstrong?, Inc., Chamblee, Georgia
Board: Jeff Floeck, Herbert L. Flake Company, Houston, Texas
Board: Dave Swartz, Southern Lock & Supply, Pinellas Park, Florida
Past President: Stan Maziuk, Maziuk Wholesale Distributors, Syracuse, New York

SHDA MEMBERS WELCOMED AT ANNUAL CONFERENCE

SHDA was pleased to welcome its newest members in the last year at the Annual Conference. These included:

Capitol Industries Inc.,
Montreal, Quebec
Manufacturers of magnetic cylinder shield, disc tumbler cam locks, and other specialty locks.
www.capitolindustriesinc.com

C.Q.R.i.T USA Inc., Kansas City, Missouri
Manufacturers of electronic key and stem controls

systems, (electronic key cabinets and lockers).
www.cqritusa.com

SecuRam Systems, Inc.,
Oxnard, CA
Manufacturers of electronic safe locks.
www.securamsys.com

Stanley Security Solutions, Indianapolis, IN
Manufacturers of mechanical commercial door hardware and access control.
www.stanleysecuritysolutions.com

Transponder Island Inc.,
Westlake, OH
Distributor of locksmith supplies.
www.transponderisland.com

TRIMCO, Los Angeles, CA
Manufacturers of door/floor stops and holders, kick plates, mop plates, armor plates, push/pull plates and grips, flush bolts, coordinators, pocket and sliding door hardware.
www.trimcobbw.com



SHDA Announces the Four Pillars of the Sales Profession August 5-7, 2014 Dayton, Ohio

SHDA is pleased to announce that registration is open for the Four Pillars of the Sales Profession, featuring sales training expert Don Buttrey, August 5-7, 2014 in Dayton, Ohio. This program features 2.5 days of practical skills, tools and fundamental disciplines that are essential for sales professionals and a productive sales team.

This program is designed for sales professionals, sales managers and sales support. Only \$895 per delegate!

To register, just [click here](#).

This program is brought to you by SHDA and the Association Education Alliance, a consortium of more than 30 distribution-based organizations.

Calling Patterns of Today's Salespeople

Special Report by Tom Reilly

Are you making enough sales calls? Probably not.

Last fall, I conducted a study to determine the calling habits of B2B salespeople. Our sample was 297 distributor and manufacturer outside salespeople. My 33 years of sales training experience told me salespeople spend too much time doing things other than face-to-face (F2F) selling. The findings are disturbing.

First, some good news: 93% of distributor salespeople and 71% of manufacturer salespeople still cold call as a way to find new business. So much for the pundits that claim cold calling is dead. It is alive for those who have the skill and will to cold call.

Second, the average length of a F2F sales call for distributor salespeople is about 32 minutes. The average length of a sales call for manufacturer salespeople is 53 minutes.

Third, the disturbing stuff: distributor salespeople make a surprisingly low 14.5 F2F sales calls per week and manufacturer salespeople make a scant 7.5 F2F sales calls per week. Further, the average amount of time spent by B2B salespeople every week in F2F selling is a shockingly low 8 hours! In 1982, that number was 19.5 hours per week (based on a 40-hour week), and in 2006 it was 14.63 hours per week. What happened?

Technology provides salespeople with additional ways to communicate with customers. This leads some people to believe that face time is less important. It is not. Technology complements, not replaces, face time with customers. Companies have leaned operations and discovered ways to do more with less. This implies that leaning a sales force and giving salespeople additional responsibilities distracts them from face time with customers. In what non-selling activities are you engaged? Are these activities more important than face time with customers? If so, you are a part-time salesperson. Part-time salespeople produce part-time results.

Some salespeople complain that buyers hide behind email and voice mail. Hiding is nothing new. Customers have always hidden behind administrative assistants and receptionists. Technology gives you a direct way to communicate with customers versus relying on someone else to deliver your message. I prefer to leave a voice mail message or email message. No one communicates my enthusiasm as I do.

Some salespeople argue that cold calling is a waste of time because the “paradigm has shifted.” That last piece is a direct quote from a young salesperson who finally admitted that he dislikes and does not know how to cold call. Our research dispels this myth. Some salespeople complain they have no administrative support for proposals and reports that management requires. For decades, salespeople have complained about too much paperwork. Nothing new here.

If you spend 20% or less of your time in F2F selling situations, you are a part-time salesperson. That is not enough time to make acquisition and retention calls—hunting and farming. Few salespeople can maintain a steady stream of new business when 80% of their time is spent doing something other than selling. Identify all those things that prevent you from F2F selling time, and present these to your manager with a plan to shed these non-selling activities.