

December 2014

**SHDA Annual
Industry
Summit is fast
approaching,
and:**

SHDA Door &
Hardware 101
Presented by DHI

Use Profiles To
Help You Manage
Your HR
Potential

Sales Training
Course Offered

Software and
Phone Systems
Survey

Your True North
Article by Tom
Reilly

**Mark Your
Calendars!**

**2015 SHDA Annual
Industry Summit**

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



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**SHDA Annual Industry Summit
It's All About Relationships!
April 28- May 1, 2015
Pointe Hilton Squaw Peak - Phoenix, AZ**

SHDA is prepping for the 45th Annual Industry Summit, April 28 – May 1, 2015 once again at the beautiful Pointe Hilton Squaw Peak in Phoenix, AZ!

This year It's All About Relationships which also happens to be the title of the Ben Silver Education Session held on Tuesday, April 28th! Don Buttrey of Sales Professional Training will give you insight on behavioral styles and communicating with not only with your colleagues and employees but also in your personal life. Learn what your style is and how to identify other styles and make adjustments to be more productive. Don't miss this fun and interactive Ben Silver Seminar!



This year will also feature a golf tournament being held on Monday, April 27th at the Lookout Mountain Golf Club located at the Pointe Hilton Tapatio Cliffs Resort.

Something new for this year is the SHDA registration form will be asking whether you plan to stay for Friday meetings. SHDA will then be posting a list of Associates and Distributors who plan to be available for Friday meetings to help companies plan their one-on-one meetings better.

So make sure to mark your calendars for April 28 – May 1, 2015 to not miss out on this valuable conference for you and your company!

Be on the lookout for the meeting brochure that you will be receiving shortly after the New Year. Registration and the hotel room block will open in mid-January.

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.



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:

- 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!”

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.

SHDA DOOR & HARDWARE 101 PRESENTED BY DHI Self-Paced, Online Course - only \$130!



In a 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 Announces the Four Pillars of the Sales Profession for 2015

Don Buttrey will offer three training camps in 2015. These are brought to you by SHDA as a member of the Association Education Alliance, a consortium of more than 30 distribution associations who have joined forces to offer valuable content to our members. The dates will be March 3-5, August 4-6 and November 10-12. These programs are held in Dayton, Ohio. Watch for more details after the first of the year.

Don will also offer a Sales Negotiation Seminar in Dayton, open to SHDA and all AEA members, September 9-10. Keep on the lookout for additional information.

Software and Phone System Survey

SHDA wants to know what systems you use for your company! The idea is that SHDA will compile a list on the website with companies that use each system so when your company is in the market and looking at a provider you can see who else uses them. It will help to cut down on hours of research if you can just reach out that company for the information on the system.

Please email the information to Michelle Measel – mmeasel@shda.org.

Your True North

Special Report by Tom Reilly (former Ben Silver presenter)

The meridian that runs from the South Pole to the North Pole is True North. True North is necessary for accurate navigation. Unlike Magnetic North, it is fixed. Straight-line navigation to a fixed point is the perfect metaphor for what guides you in life. Your guiding principles are your True North. These unyielding principles keep you on course. These non-negotiable principles are literally what you give your life for. Value-Added Selling is built on these ten unwavering principles. They form the True North for value-added salespeople:

1. The purpose of a business is to create value.
2. Buyers, not sellers, define value.
3. As professional salespeople, we can make a difference, not just a deal.
4. If it is not a good deal for both of us, it is not a good deal for either of us.
5. Serving is a privilege, not a pain.
6. Trust is the currency of all good relationships.
7. The sales force may sell the first one, but it is the total experience with a company that brings customers back.
8. We must put our best work on display for the world to witness ... every time!
9. We sell value, not price.
10. We strive to do more of that which adds value to our lives and less of that which adds little or no value to our lives.



In 1947, Peter Marshall, U.S. Senate Chaplain, delivered a prayer that has been often quoted and paraphrased, “Give to us clear vision that we may know where to stand and what to stand for – because unless we stand for something, we shall fall for anything.” Having a clear vision and knowing what you stand for is following your True North. What do you stand for? What guides you? What is your True North?

