

AWDA-SPONSORED DISTRIBUTOR EDUCATION AT AAPEX

AWDA is sponsoring a series of four high-level education sessions designed specifically for distributors and their suppliers. All sessions will be presented on Tuesday and Wednesday mornings of AAPEX, from 7:30 a.m. to 10 a.m. They will provide even more value to AWDA conference attendees and other distributors and suppliers who will be in Las Vegas for Industry Week in November. *There will be no cost to attend these sessions for AWDA members.* See below for session outlines.

Brent Grover, Evergreen Consulting, LLC, and Michael Marks, Indian River Consulting Group, will be the faculty for the distributor education sessions at AAPEX. Both are consultants to distribution industries, authors and speakers. Both are highly acclaimed by the National Association of Wholesaler Distributors (NAW) as Distinguished Research Fellows and strongly recommended as speakers.

Seminar attendees will receive .1 CEUs (continuing education units) for each session toward their Automotive Aftermarket Professional (AAP) or Master Automotive Aftermarket Professional (MAAP) certifications from the University of the Aftermarket.

Tuesday, Nov. 3, 2009

7:30 a.m. – 8:30 a.m.

The Sacred Cows of Automotive Aftermarket Distribution: It's Not What You Take In, It's What You Take Home

Brent Grover, Evergreen Consulting, LLC

- Actionable advice about planning your profit strategy.
- A new way to increase your gross margin by at least 200 basis points (2 percent).
- How to use "one-page strategic planning" to focus on operating profits.

9 a.m. – 10 a.m.

Protect the Winners and Fix the Losers: Customer Profitability Analysis

Brent Grover, Evergreen Consulting, LLC

- Identify and "build a high fence" around your high-growth, high-profit accounts.
- Proven methods to turn around even the biggest money-losers.

10 a.m. – 12 p.m.

One-to-One Question & Answer Session

As an added bonus, Brent Grover and Michael Marks will be in the AWDA Pavilion (#3464) to answer your questions.

1 p.m. - 5 p.m.

Individual Appointments

Brent Grover and Michael Marks are available for individual appointments.

Wednesday, Nov. 4, 2009

7:30 a.m. – 8:30 a.m.

Successfully Managing Distributor-Manufacturer Relationships

Michael Marks, Indian River Consulting Group

- A practical, real-world look at distributor-supplier relationships.
- How to identify and correct emerging problems before they become critical.
- Developing a framework for diagnostic insights and action planning.

9 a.m. – 10 a.m.

The Recovery is Coming: Will You Be Ready?

Michael Marks, Indian River Consulting Group

- Steps required to take advantage of the economic recovery.
- External and internal factors to consider when developing your "recovery plan."

10 a.m. – 12 p.m.

One-to-One Question & Answer Session

As an added bonus, Michael Marks will be in the AWDA Pavilion (#3464) to answer your questions.