



Original Equipment Suppliers Association

AGENDA

OESA 2019 Professional Development Series I

March 8, 2019

7:30 a.m. – 8 a.m. Registration, Networking & Continental Breakfast

8 a.m. – 11:30 a.m. Program

MSU Management Education Center

811 W. Square Lake Rd., Troy, Mich.

- 7:30 a.m. Registration, Networking & Continental Breakfast
- 8 a.m. Welcome and Introductions
Steve Horaney, Vice President, Membership & Sales, OESA
- 8:10 a.m. Gaining Wider & Deeper Relationships with Customers (getting referred & introduced within accounts)
Dave Tear, Head Coach, Sales Coaches' Corner
How many customers do you have where you have only one or two contacts? That's dangerous! You need more people on your side. Learn how to leverage your circle of influence (your contacts) to be introduced to others within your customers' organizations, deepening your relations within the company.
- 9 a.m. Presenting for Impact: Using Presentations to Build Relationships, Trust & Business
Tom Eisbrenner, President, Eisbrenner Public Relations
There are few opportunities like face-to-face presentations to further the goals of your company and build relationships. Making the most of presentation opportunities means that both the content and delivery will cause your audience to remember key points and be compelled to act. This workshop will help build confidence in your message and delivery, and better connect you to the audience (rather than your slides).
- 10 a.m. Networking Break
- 10:30 a.m. North American Market Outlook
Mike A. Jackson, Executive Director, Strategy and Research, OESA
A global automotive industry overview with a focus on the N.A. market from an economics and vehicle-demand perspective.
- 11:30 a.m. Wrap-Up and Adjournment
Steve Horaney, Vice President, Membership & Sales, OESA