



CMA Makes Successful Training Easy

Training is at the core of the unique CMA three-day event. Manufacturer's reps can be in one location and receive up-to-date product and marketing initiative information from multiple principals. Principals save money and time – no need for staff time to plan and coordinate training at an off-site location. Manufacturers simply register, pick up their badges at the first-class facility selected by CMA and walk into meeting rooms that are already set up, with a pre-arranged schedule that assures optimum manufacturer rep attendance.

Participate in CMA's annual event – it makes training simple and affordable for manufacturers and their manufacturers rep firms.

Designing an Effective Training Session

Be productive and memorable! It's easy with 5 guidelines:

1. Limit yourself to one or two key objectives. Whether it's introducing a new product, getting feedback on pricing or unveiling your new marketing plan, having a few clear objectives will help with the content and the possibility it will be remembered.
2. Know what you want to accomplish. A measurable objective will help guide your training and see the value later.
3. Kick PowerPoint to the curb. Unless you need it to for a visual presentation, you'll stand out by simply talking to your audience and following up with information on paper or a thumb drive.
4. Take advantage of having live bodies in the room. Have a lively discussion or at least, exchange information more effectively than you can over the phone.
5. Get feedback. Your manufacturers reps possess unique on-the-ground customer intelligence, so plan time to get that from them.

Two other resources

[Essential elements for effective training sessions](#)

[12 proven techniques for effective training](#)