



*Construction/Industrial Supply Distribution Network*

## **Evergreen Marketing Group Announces Dates, Location for 2016 Manufacturer Sales Rep Workshops**

The Evergreen Marketing Group has selected the 2016 dates and locations for its popular one-day workshops for independent and factory-direct sales reps. Called “Managing your Relationships with Independent Distribution,” the workshops have been held around the country since 2006 and focus on sharing best practices in working with independent distributors.

In 2016, the workshops will be held:

- July 27 – Chicago, IL
- September 27 – Baltimore, MD
- December 14 -- Dallas, TX

“These workshops continue to be very popular with both factory-direct and independent manufacturer sales reps,” said Evergreen CEO Kevin Higginbotham. “We started these workshops back in 2007 to help improve the relationship between independent distributors and the manufacturer sales reps who call on them. We cover subjects like how a distributor makes money, best methods for communication, and joint marketing and sales planning. The feedback we get from attendees has been fantastic.”

Attendees particularly like the distributor panel discussion held at each workshop. During the panel discussion a group of Evergreen construction/industrial distributors field questions from workshop attendees.

“No question is out of bounds,” said Higginbotham. “The panel is a great way for a factory or independent rep to hear directly from a group of distributors about the key issues that can impact their relationship.”

There is a nominal fee to attend the workshop. For more information, contact the Evergreen Marketing Group at 972-242-1600.

The Evergreen Marketing Group is a member-owned cooperative of construction/industrial supply distributors that sell tools, fasteners, and concrete-related products. The group was founded in 1989 by six distributors and currently consists of 67 distributors with more than 290 locations in the United States and Canada and has combined revenues of over \$1.7 billion dollars.

The group is focused on driving growth and profitability of its distributors and preferred suppliers through an on-going program of training & education, business development and partnering. Evergreen owns a state-of-the-art 17,000 square foot training center in Farmers Branch, Texas and offers the industry’s only professional certification programs for distributor sales and operations people.

For more information, contact Kevin Higginbotham at 1-800-859-8733.