

# Steve Deist

## Speaker Information Summary



Let Steve Deist share his unique perspectives and deep expertise with your audience. Steve blends a polished, entertaining speaking style with the real-world experiences of a practitioner who has seen it all. He receives rave reviews from his audiences at top tier venues such as the University of Industrial Distribution and other executive education forums.

*"Thank you for making [our conference] a success! Your delivery of instruction and materials provided the participants with real take home knowledge, and their review of the courses drives that point home."*

Program Director

*"Steve was great. This information will really help me..."*

General Manager

*"I was very impressed with the general delivery of the information. Well done and delivered. I wish there was more time..."*

Business Unit Manager

*"I thought Steve was excellent - ideas that I can implement and show results now."*

Chief Financial Officer

## Professional Background

Steve Deist is a Partner with Indian River Consulting Group. He has over 20 years of experience in the wholesale distribution and supply chain arenas. Steve is co-author of the new NAW sales management bible *The Five Fundamentals for the Wholesale Distribution Sales Manager*. He is a frequent speaker at industry events and is an instructor at the University of Industrial Distribution and other executive education venues. Steve's thought provoking articles appear frequently in premier industry publications such as *Progressive Distributor* and *Modern Distribution Management*.

Steve is IRCG's strategic planning specialist and manages the firm's channel consulting projects for manufacturers who sell through distribution. He advises strategic buyers and private equity groups on investments in the distribution space. By applying his process skills and industry knowledge, Steve has helped hundreds of companies achieve lasting competitive advantage.



## Popular Speaking Topics

*Steve's presentations are always individually tailored for each audience.*

### Market Based Strategy

Great sales and service is only half the answer. You also need to get serious about carving out a sustainable, defensible position in this ever-more-crowded market. You need to work smart, not just hard. This session shows you the essential tools for not merely surviving, but thriving in this new reality. It is a step-by-step guide for achieving market driven success, with exercises and examples that focus on things that can be put into practice immediately.

### Effective Channels: Optimizing the Supplier Distributor Partnership

Manufacturers and distributors often fail to get full value from their channel because they operate under fundamentally different profit models. This session shows how to leverage this fact to unlock the full profit power of real partnerships. It reveals the secrets for increasing channel effectiveness.

### Breakthrough Strategy

Great sales and marketing ideas are useless unless they are actually implemented. Unfortunately, implementation is the most common point of failure because it's usually considered an afterthought to strategy. This session shows participants how execution can be "baked in" to their sales, marketing and operational improvement programs.

### 5 Fundamentals of Sales Management

There is no more important job in distribution than that of the sales manager. Unfortunately, few industry-specific resources are available. In this session, we reveal the secrets of successful sales management, based on NAW's new book *The Five Fundamentals for the Wholesale Distribution Sales Manager*. Our focus is on practical reality, not theory, and the session includes exercises, cases studies and scenarios taken from the front lines.

### Achieving Customer Service Excellence

This session gives participants a step-by-step guide to improving customer service and operational effectiveness in their own organization. It covers areas such as defining and measuring customer satisfaction, business process re-engineering, strategic execution and performance metrics. It also covers practical ways to leverage information technology to improve customer service and increase productivity.

Steve's extensive experience enables him to cover almost any subject, including:

- Industry trends
- Marketing channels
- Mergers and acquisitions, business assessments and valuations
- Organizational development, succession planning and corporate governance
- Technology
- Operations, purchasing and inventory management
- Supply chain optimization
- Project management

