

FOR IMMEDIATE RELEASE

## **ISSA's Education Packages Are Exactly What Distributors Need**

**August 8, 2018—Northbrook, IL, USA**—ISSA, the worldwide cleaning industry association, is pleased to announce this year's targeted education packages designed to help attendees soak up all the skills, industry developments, good business practices, and technological advances available at the ISSA Show North America 2018, October 29—November 1, in sunny Dallas, TX.

The ISSA Show North America 2018 is the most comprehensive event available to the commercial and residential cleaning industry. The show features more than 90 seminars, workshops and networking events to provide attendees with an immersive learning experience. Distributors can further customize and enhance their experience by choosing the all-inclusive education package [Distributor Track, sponsored by Essendant](#).

This comprehensive suite of events and seminars will help distributors keep up on the latest business and industry trends, and address challenges, such as:

- Improving operational efficiency and cutting costs
- Increasing customer retention
- Sparking innovation and sustainable practices.

Below are just a few highlighted sessions from the large variety of distributor-focused educational opportunities available through the package.

### [Meet the Modern Buyer—They Need a Modern Seller](#)

**Sponsored by Essendant**

**Speaker: Jim Peduto**

**Monday, October 29, 8:30 a.m.—9:15 a.m.**

The selling skills and sales DNA that worked in the past do not guarantee continued success anymore. Modern buyers look for a unique customer experience, collaboration, and insight. They need their salesperson to be truly invested in their goals and success and make to recommendations to help them get there. Learn how to unleash those emotional intelligence skills, become your buyers' trusted advisor, and create a win-win situation in this dynamic session sure to boost your sales expertise.

### [Lunch and Learn: State of the Industry Panel](#)

**Sponsored by Essendant**

**Panelists: Robert Tillis, Laurie Sewell, Alonso Adams, Jack McGurk**

**Monday, October 29, 11:45 a.m.—1:00 p.m.**

*Additional registration required.*

Discerning the direction of the economy, adapting your business strategy to an ever-changing

industry, keeping up with new technology...it can be mind boggling. Get fine-tuned viewpoints on these topics and more. The panelists will offer their astute assessments and observations on what is ahead for the industry, reflecting the voice of each business type to help you plan your next move and stay competitive.

[Define Your Brand, Differentiate Your Value Proposition](#)

**Sponsored by Essendant**

**Speaker: Dirk Beveridge**

**Monday, October 29, 1:15 p.m. — 2:00 p.m.**

What is your value proposition? How customer-centric is it, and does it resonate with your customers? Find out how a declaration of beliefs can serve as the foundation of the value you deliver, and, in turn, form your strategy to meet and exceed the expectations of your customers.

[State of the Industry Panel: Distributors](#)

**Sponsored by Essendant**

**Moderator: TBD**

**Panelists: Michael Parks, Ed McCoy**

**Wednesday, October 31, 2:30 p.m. — 3:15 p.m.**

Join your peers for an interactive discussion focused exclusively on the trends, hot topics, market opportunities, and threats affecting distributors today. These astute thought-leaders will share their successes and hardships, and most importantly, their strategies for success to ensure you stay ahead of the curve.

Due to the resounding positive feedback ISSA received last year regarding the adjusted schedule, ISSA Show North America 2018 will again use a Monday through Thursday schedule (as opposed to the Tuesday-Friday schedule used in the past). Now attendees can relax and enjoy the show and leave Friday morning without rushing to catch a flight while the show is still underway. Guests can also elect to stay in Dallas through Sunday for a long weekend and see everything the city has to offer.

To register, visit [issa.com/register](http://issa.com/register). For the full listing of this year's education offerings for distributors, visit [issa.com/seminars](http://issa.com/seminars).

About ISSA Shows

The award-winning [ISSA Show](#) family of exhibitions brings together executives and leaders from all segments of the cleaning industry. These shows offer global platforms for manufacturers, distributors, and facility-service providers in commercial and residential cleaning to connect, do business, and share information. ISSA, the worldwide cleaning industry association, produces ISSA Shows in North America, Mexico, Australia, and other regions around the world. In addition to ISSA's ongoing education and training programs and products, ISSA offers robust, comprehensive education programs during its shows. For more information, visit [www.issa.com/tradeshows](http://www.issa.com/tradeshows).

About ISSA, The Worldwide Cleaning Industry Association

With more than 9,200 members—including distributors, manufacturers, manufacturer representatives, building service contractors, in-house service providers, residential cleaners, and associated service members—ISSA is the world's leading trade association for the cleaning industry. The association is committed to changing the way the world views cleaning by providing its members with the business tools they need to promote cleaning as an investment in human health, the environment, and an improved bottom line. Headquartered in Northbrook, IL, USA, the association has regional offices in Mainz, Germany; Botany, Australia; and Shanghai, China. Visit [www.issa.com](http://www.issa.com), call 800-225-4772 (North America) or 847-982-0800, join the discussion with [ISSA's LinkedIn group](#), and follow ISSA on our [Facebook page](#) and [Twitter account](#).

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Contact: For more information, contact ISSA Director of Content Strategy and Media Communications Lisa Veeck at [LISAV@issa.com](mailto:LISAV@issa.com); phone 847-982-0800.