



ECIA Member Newsletter

May 27, 2020

New Podcast Features a Discussion with Dave Doherty, Digi-Key Electronics



ECIA's latest Channel Channel podcast is an informative discussion about the rebranding of the association's inventory aggregation site. ECIA has rebranded its ECIAauthorized.com component search engine as www.TrustedParts.com. Customers can search over 24 million part numbers from more than 4000 component manufacturers, receive real-time price and availability data, while being confident that all the inventory is 100% from authorized sources.

ECIA's Senior Vice President Victor Meijers interviewed Dave Doherty, Digi-Key's President and CEO, and long-time ECIA supporter. "There has been a lot of blood, sweat and tears from my team and from my competitors to bring this search engine to life," Doherty commented. "I believe it is one of the best examples from my twelve years serving in various roles in the ECIA, of an association doing what it is designed to do: bring value to its members and to members' customers."

The Channel Channel podcast can be listened to or downloaded [from the ECIA website](#) or many podcast sites.

Revised EIA Standard Released



The EIA Automatic Component Handling Standards Committee recently released EIA-747-C *Adhesive backed plastic carrier taping of singulated bare die and other surface mount components for automatic handling of devices generally less than 1.0 mm thick*, a revision of EIA-747-B.

Standards committees managed by ECIA develop industry standards that drive the manufacture, application and use of electronic component products and systems both here in the US and internationally. These voluntary industry standards carry the "EIA Standards" trademark and are developed in accordance with, and accredited by, the American National Standards Institute (ANSI) and are available from IHS Markit.

For more information about ECIA's EIA Standards & Technology Program, please contact Ed Mikoski, Vice President of Standards and Technology at emikoski@ecianow.org.

Webinar Focuses on Leveraging LinkedIn

June 18 | 2:00 PM EDT

Graham Kilshaw, CEO of Lectrix provides tips on leveraging LinkedIn. Now more than ever, anyone who interacts with customers is the face of your company. With traditional tradeshows and client visits on hold, social media and video communication have emerged as the primary means of

In this Issue...

1. [Podcast Interview with Dave Doherty](#)
2. [Revised Technical Standard](#)
3. [Webinar on LinkedIn Strategy](#)
4. [Market Survey](#)
5. [Did You Know? Sales Training](#)

Upcoming Events

Thursday, June 4

- [Professional Sales Management Coaching and Training Skills](#)

Thursday, June 18

- [LinkedIn Basics](#)

Sunday - Tuesday, Oct. 25-27

- [Executive Conference](#)

Recent Research and Analysis Published by ECIA
Component Lead Times – April 2020

- [Member Link](#)
- [Public Link](#)

Weekly Economic Trends
National Association of Manufacturers

By special agreement ECIA is pleased to present NAM Chief Economist Chad Moutray's weekly analysis of key U.S. government economic data and manufacturing industry trends in the [NAM Economic Report - May 26](#).



engaging new and existing customers. LinkedIn's importance in prospecting has only grown in recent days – and with fewer channels available to get your message out – it's critical you do it right. Do you know how to leverage your whole team to turn LinkedIn into one of the most powerful tools in your sales toolbox?

In this 45-minute webinar, your team will receive a practical 101 on how to:

- Set up and optimize your LinkedIn profile
- Build a consistent activity schedule
- Develop the right audience
- Identify and connect with prospects
- Establish a team social effort

[Register today](#) and encourage your team to join in!

ECIA Market Trends Survey

Last Chance to Participate - Submit Today!



ECIA recently added a Monthly Sales Trends Survey as a supplement to its long running Quarterly Electronic Components Sales Trends (ECST) survey. Your participation in both surveys is critical and we value your opinion.

It is no secret that the value of a survey is increased when more people participate. Join peers in responding to these surveys and sharing important views into the market.

- Quarterly Survey - [Please respond by May 29th](#)
- Monthly Survey - [Please Respond by May 31st](#)

Did You Know? Access Free Sales Training Webinar

June 4 | Professional Sales Management Coaching and Training Skills | Presenter: Colleen Stanley, President, SalesLeadership



Through ECIA's membership in the Association Education Alliance (AEA), members have access to many different training opportunities. The next one is slated for June 4th at 1:00 EDT.

Strong sales organizations have a defined sales playbook. However, a playbook is only as good as the execution of the plays. Too many sales leaders get caught up attending internal meetings and analyzing endless reports which limits time that should be invested in training and coaching their salespeople. [Click here to register.](#)

ECIA AUTHORIZED
IS NOW



Same **search** functionality and **authorized** sources you have **trusted** for years.

Search **authorized** distributors now 🔍

A WORLD OF BEST PRACTICES
From the Global Industry Practices Committee

[LEARN MORE](#)

INTRODUCING



Genuine electronic components from only authorized sources.

Search **authorized** distributors now 🔍