



Electronic Components Industry Association

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FOR IMMEDIATE RELEASE

August 16, 2021

ECIA Posts Latest Channel Channel Podcast: Mike Swenson, Mel Foster Company

ATLANTA – ECIA’s latest ‘Channel Channel’ podcast, hosted by Chief Analyst Dale Ford, features an interview with Mike Swenson, President of Mel Foster Company, an independent manufacturer representative. The discussion focusses on the completion of ECIA Manufacturer Representative (Mfr Rep) Council’s Business Review Best Practices research.

The ECIA’s Mfr Rep Council charged the Business Review Study Group with finding out what makes a successful business review meeting among electronic component channel partners. Members agreed that while an effective business review meeting has substantial value in aligning expectations, developing sales growth goals, ensuring metrics are met, and sharing valuable market information; a poorly planned meeting was costly both in terms of ROI and lost opportunities due to wasted time.

“I’ve attended 100s of business review meetings, some very valuable, some not valuable at all,” explained Mike Swenson. “With new data analytics technology available, we thought it was the perfect time to dig deep and get input from all the stakeholders engaged in this activity. We put a lot of thought into this, brainstorming to ensure the survey instrument was reflective of what we wanted to achieve. We wanted to nail down the ‘key ingredients’ of a successful meeting. What is it that needs to be included – and what should be left out? How long should they take? Who should be invited? There were some surprises in what we found out.”

The two discuss the goals and process of the study group, the wide participation, the contributions from the team, the reasons the project went so well, as well as diving deep into the survey results.

“I was involved with Mike in developing and analyzing the survey results and was very impressed with the level of participation by all of the study group members,” added Dale Ford. “The deliverables that came out of this effort reflect all the hard work, and include the survey data, and an executive summary of the results. I encourage anyone who is part of the planning process for these critical business meetings to take advantage of this research.”

To access the Business Review Best Practices study results, go to [Business Reviews Best Practice](https://www.ecianow.org/business-reviews-best-practice) (ecianow.org). Listen in to hear the podcast on [the Channel Channel](#) or wherever you access podcasts.

About ECIA

The Electronic Components Industry Association (ECIA) is made up of the leading electronic component manufacturers, their manufacturer representatives and authorized distributors. ECIA members share a common goal of promoting and improving the business environment for the authorized sale of electronic components. Comprised of a broad array of leaders and professionals representing all phases of the electronics components supply chain, ECIA is where business optimization, product authentication and industry advocacy come together. ECIA members develop industry guidelines and technical standards, as well as generate critical business intelligence. For more information, visit www.ecianow.org or call 678-393-9990.