

Delivering Professional & Dedicated Service

WHAT A MANUFACTURER SHOULD EXPECT FROM A REP

- To professionally represent us with a high degree of honesty, integrity, and ethics.
 - To give us their honest opinion as to the validity of new products, providing ideas on new products as fed back to them from the marketplace.
 - To establish potential customers in their territory, defining reasons for placing them and how it will affect the territory.
 - Implement programs and policies such as terms, pricing, promotions and contest. This includes keeping the customer up to date with any policy or pricing changes.
 - Place and load part number information for new products into the customer's inventory and make sure they are promoted. Product updates should be distributed to every person that needs to know.
 - Review and analyze customer's inventories, make sure defects and stock adjustments are correctly handled, and help resolve any warranty issues.
 - Train the customer's sales team and supply them the tools to effectively sell the
 - manufacturers products. Travel with the outside sales reps and hold jobber seminars and clinics when possible.
 - Follow up leads promptly and distribute them as required. Report to the manufacturer as to the disposition of the lead.
 - To participate in trade shows and events, making sure booths and materials are in place and shipping the booth to the next destination.
 - Communicate problems or issues to the manufacturer and provide information on competitive lines in the marketplace. The rep is their eyes and ears.
 - A professional independent rep will always feed back information to their manufacturers. Call reports can be submitted, but keep in mind that paperwork of such takes time away from selling. They should make call reports productive for the time spent. (In most cases the really important news from a rep comes from a phone to Grant).
- > Required regularly scheduled call reports may cause a rep to lose his independent contractor status with the IRS. We cannot insist on call reports.*
- Make jobber calls to help pull inventory through the distribution system.
 - A rep will be open about product line conflicts from other lines they represent, but understanding that as lines grow, overlaps can occur. Discussions should resolve these issues.
 - Supply a key contact list for the customers and keep it updated.



Get involved today. SEMA.org/MRC