

Delivering Professional & Dedicated Service



TOP 10 Reasons to Hire an Independent Sales Rep

- 1. Results Driven.** Our Success is Your Success. Reps are highly motivated to sell your products because they make money when YOU sell products.
- 2. Cost Effective.** Better utilize your time and resources. Minimize the labor and travel expenses of hiring your own employees.
- 3. Territory Expansion.** You get the instant benefits of territory and customer knowledge that takes years to learn.
- 4. Relationships.** Reps already know companies you want to do business with. Take advantage of strong, pre-existing relationships that have been cultivated through trust and action.
- 5. Quick.** Hiring a Rep is quickest way to get results and to get your “feet on the ground” selling.
- 6. Access.** Your products and services will have better exposure with your customers because Reps are already doing business with them.
- 7. Sales Calls.** Focused and Increased “face to face” time with your customers equals greater sales.
- 8. Training.** Field Training and Professional Development sets Reps apart. Reps will educate your customers about the features and benefits of your programs and services.
- 9. Feedback.** Get instant and accurate feedback on your products and programs.
- 10. Industry Knowledge.** Receive an insider’s perspective that allows you a clearer understanding of the “ins and outs” of your industry.

Interested? Want to know more?

The SEMA Manufacturers Rep Council can answer your questions and share more reasons why hiring an Independent Sales Rep may make sense for your company.

www.sema.org/MRC

Get involved today



SEMA.org/MRC