



MANA[®]
Manufacturers & Agents
PROFESSIONAL PARTNERS IN PROFITS

SUCCESS OR FAILURE WITH REPS IT'S NOT JUST BUSINESS, IT'S PERSONAL

Presented by Charles M. Cohon
CEO and President, Manufacturers' Agents National Association

Also Featuring Marty Grimes, President and Owner
Assembly Solutions, Inc., Covington, KY.

GETTING 20% OF YOUR REPS' TIME
EVEN THOUGH YOU ARE ONLY 10% OF THEIR INCOME

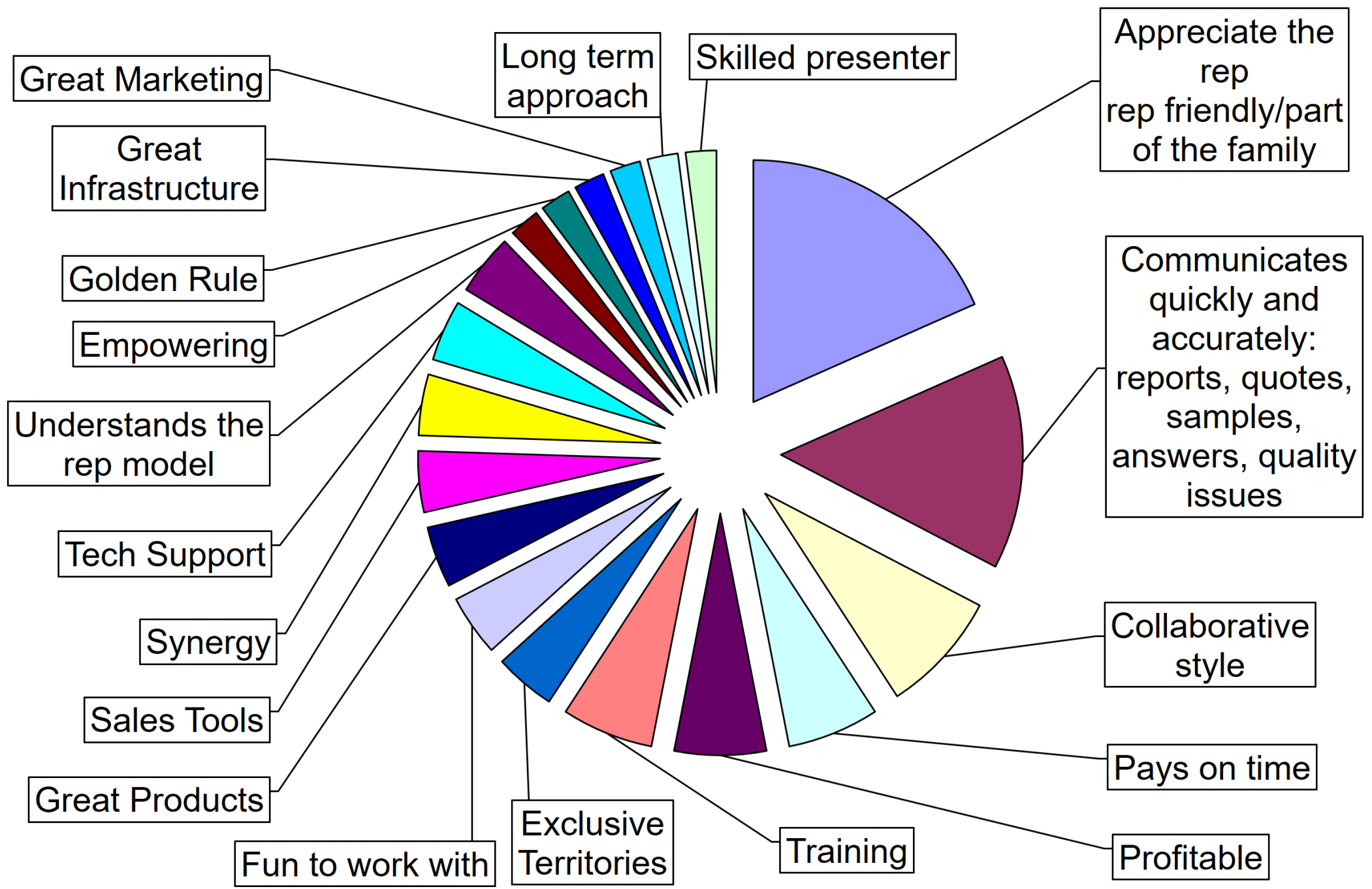


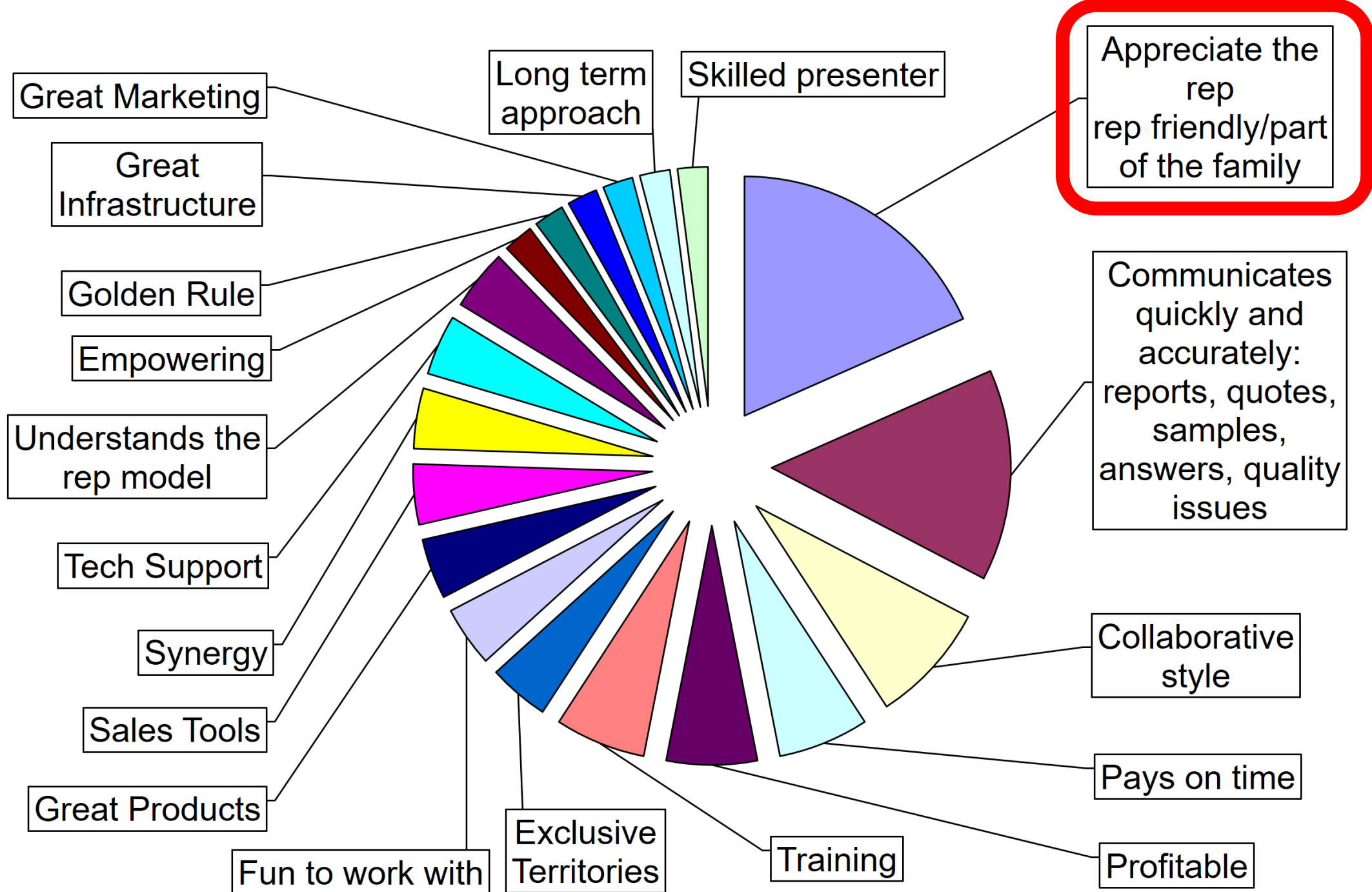
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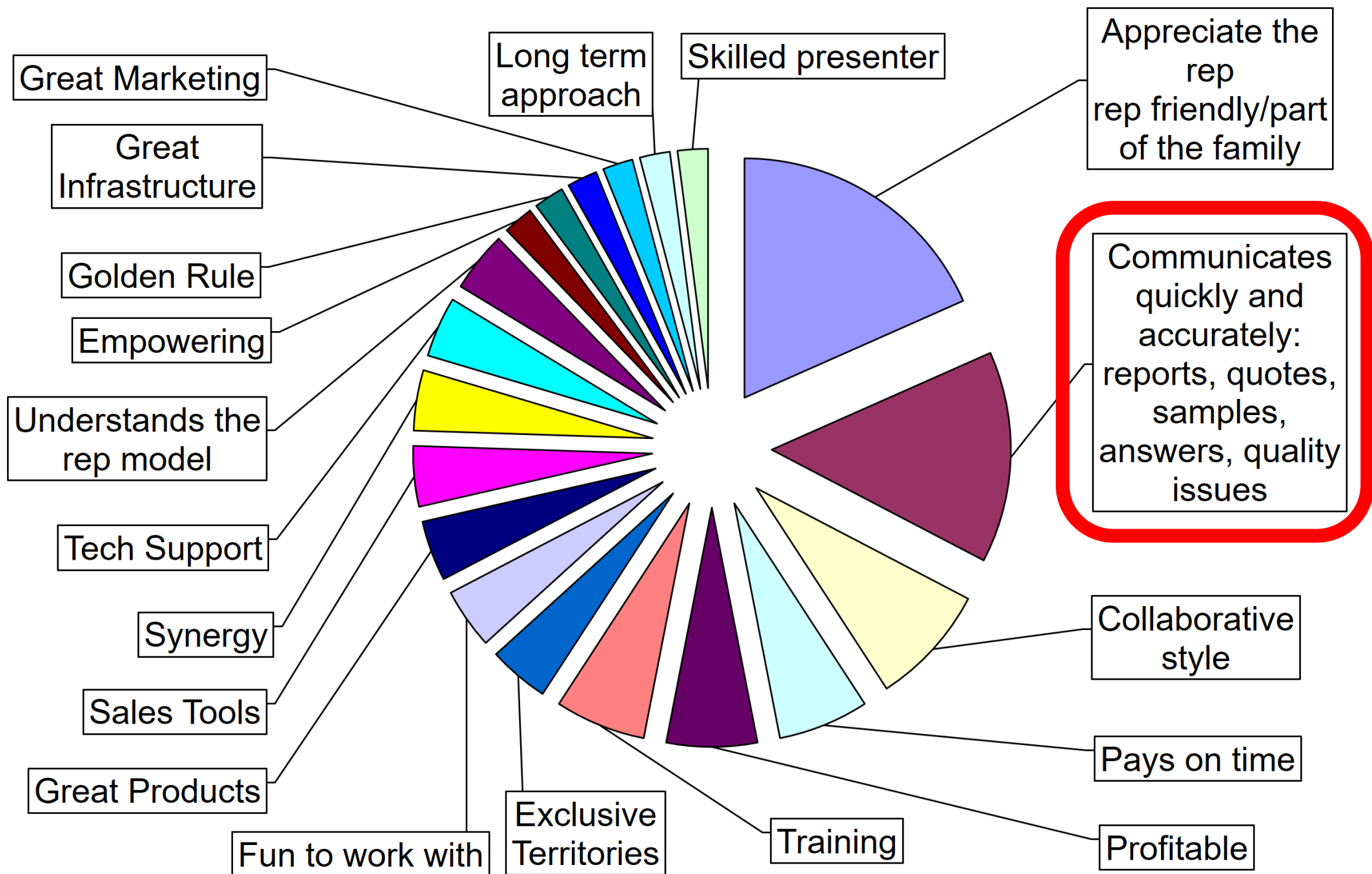


GETTING 20% OF YOUR REPS' TIME
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- MANA LinkedIn Survey
- Jack Berman
- Bob Reiss







Great Marketing

Great Infrastructure

Golden Rule

Empowering

Understands the rep model

Tech Support

Synergy

Sales Tools

Great Products

Fun to work with

Exclusive Territories

Training

Long term approach

Skilled presenter

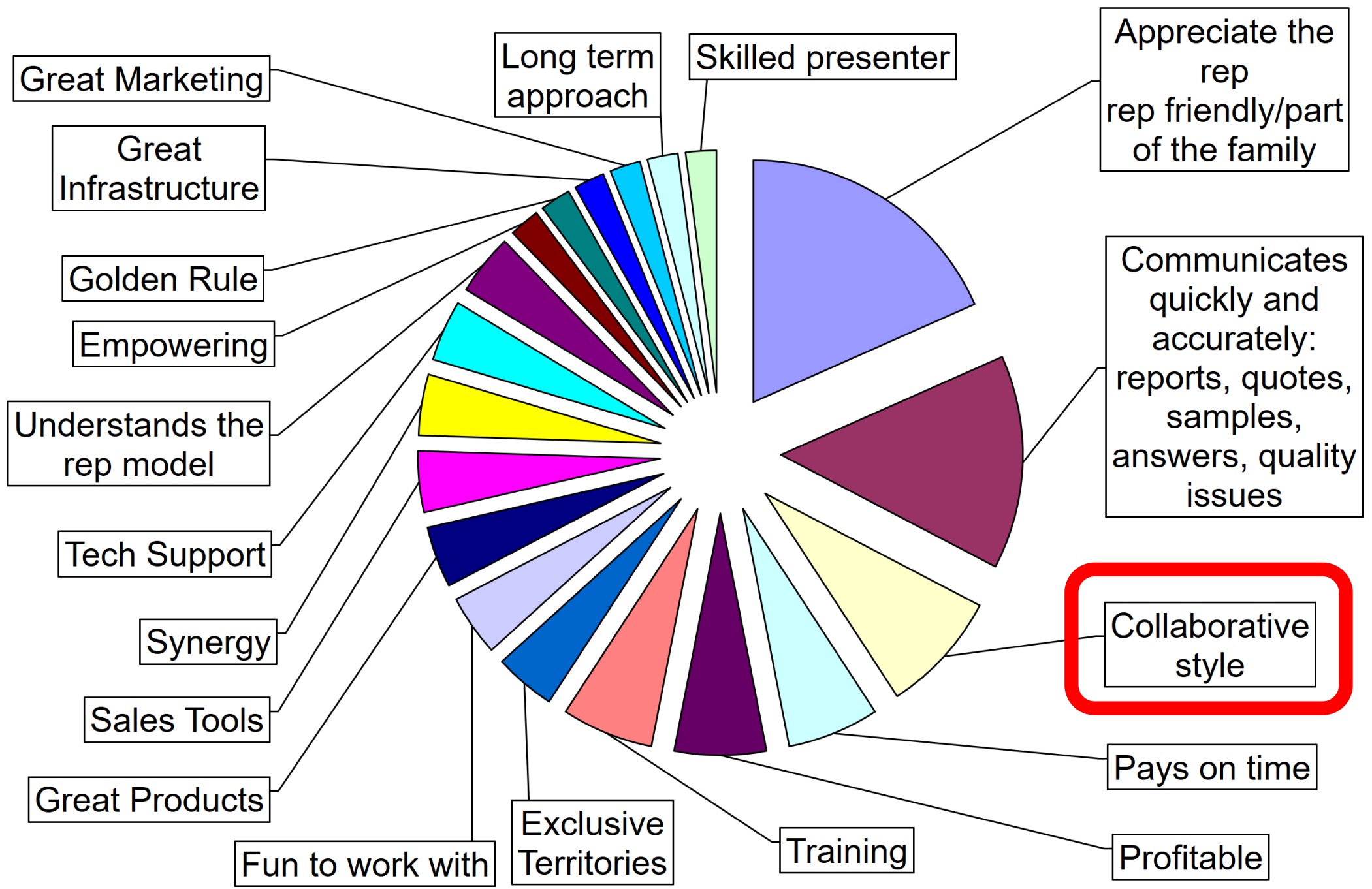
Appreciate the rep rep friendly/part of the family

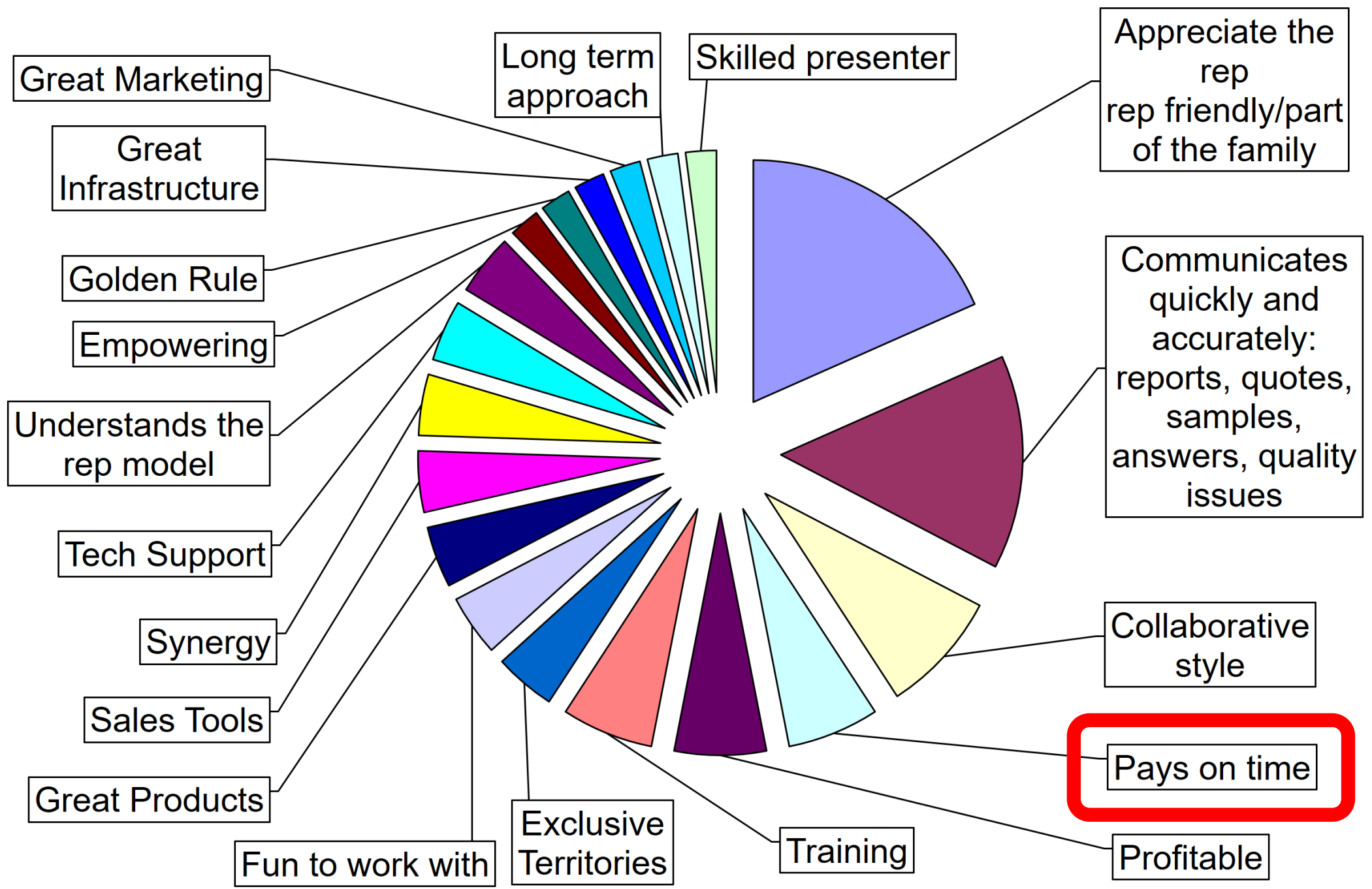
Communicates quickly and accurately: reports, quotes, samples, answers, quality issues

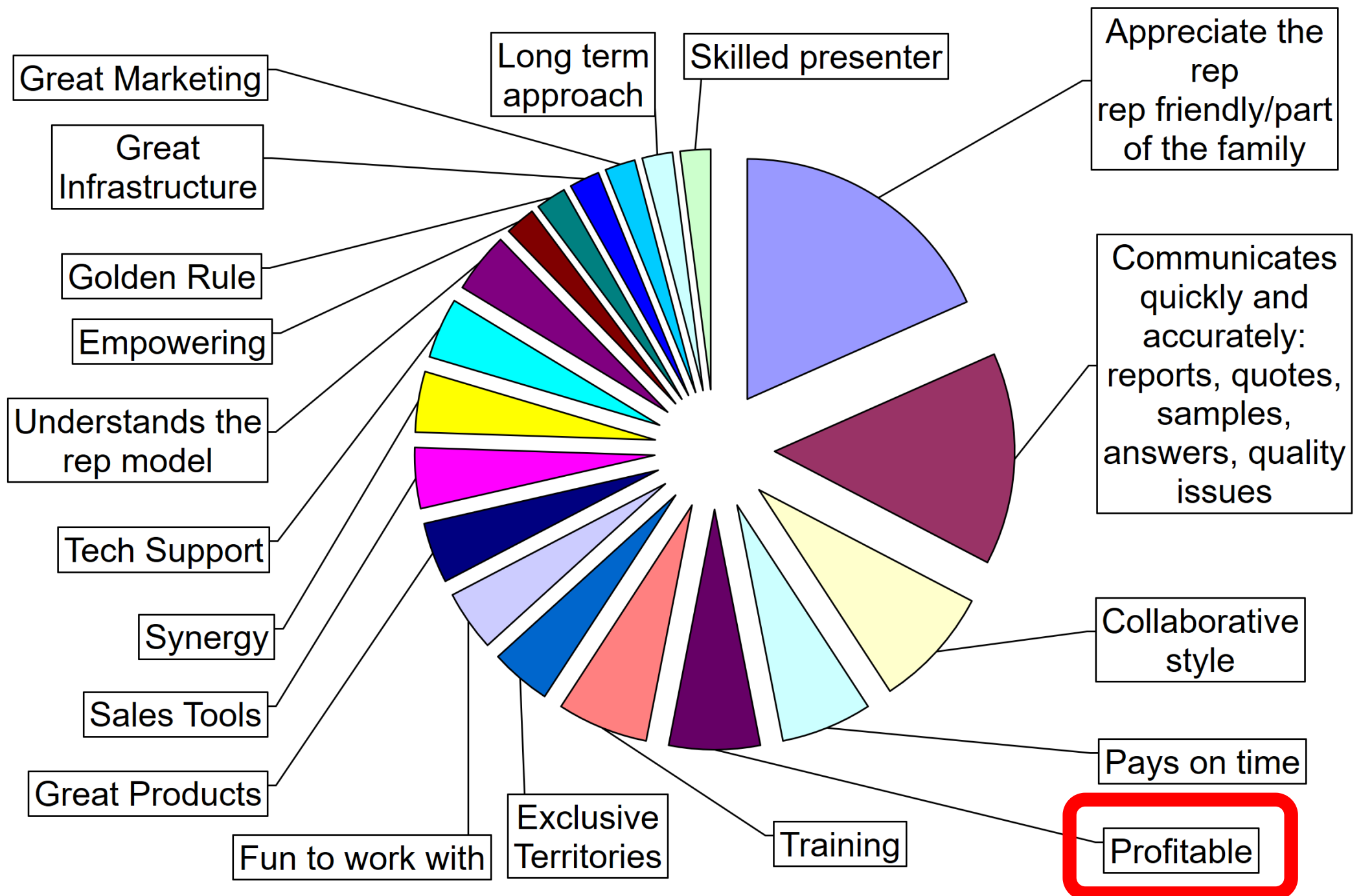
Collaborative style

Pays on time

Profitable







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Which costs the mfr. more money?

1. Appreciate the rep.
2. Respond quickly.
3. Collaborate instead of dictate.
4. Pay commissions on time.
5. Allow a fair profit.

*SOME PEOPLE TRY TO FIND THINGS IN THIS GAME THAT DON'T EXIST;
BUT FOOTBALL IS ONLY TWO THINGS: BLOCKING AND TACKLING.*



Fotolia
RobertNyholm

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The companies who are a small part of our business who get an Unfair Advantage are the ones that:

- Are fun to work with.
- APPRECIATE the work that we do for them.
- Take care of issues quickly!
- Do a nice job in front of customers.

GETTING 20% OF YOUR REPS' TIME
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...want LEIA, to be Loved,
Encouraged, Inspired and
Appreciated.

GETTING 20% OF YOUR REPS' TIME
EVEN THOUGH YOU ARE ONLY 10% OF THEIR INCOME

- Reps and salespeople want ...to **KNOW** you care and they want to **FEEL** like they are your **PRIZED RACE HORSES!**

GETTING 20% OF YOUR REPS' TIME
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- What gets reps out of bed in the morning.
- What keeps them up at night.

REPS UNSPOKEN FEARS THAT CUT THE TIME SPENT ON YOUR LINE

- Take my territory direct.
- Reduce my territory size.
- Take new house accounts or hold onto current house accounts.
- Cut my commission rate.
- Fail to reach a mutually-agreed upon written annual goal.
- Assign them to new, novice regional managers who don't understand reps.

REPS UNSPOKEN FEARS THAT CUT THE TIME SPENT ON YOUR LINE

- Miss promised dates with no notice.
- Miss some invoices on commission reports.
- Fail to tell the truth or hide problems.
- Expect a rep to sell and be a hard-nosed bill collector.

WHY ARE THESE FEARS UNSPOKEN?



GETTING 20% OF YOUR REPS' TIME
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FROSTING ON THE CAKE

- Provide great training.
- Make reps look good to their customers.
- Allow text, voice, or email communications.
- Have a great website.
- Develop personal relationships.

FROSTING ON THE CAKE

- Minimize required reporting.
- Demonstrate action on reports.
- Educate customer service about reps.
- Measure customer service performance.
- Celebrate successes publicly.
- Address failures privately.
- Broadcast success stories

THREE KEY TAKEAWAYS

- Rep performance is driven by manufacturer “blocking and tackling.”
- Low-cost and no-cost activities can get you more than expensive incentives.
- Put yourself in the rep’s shoes – treat the rep as you would choose to be treated.

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Questions?

Charles Cohon, CEO & President, MANA

Marty Grimes, President and Owner, Assembly
Solutions, Inc., Covington, KY.

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Thank You!



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