

### NEMRA Manufacturers Group Holds Spring Meeting



*NMG reviews NEMRA initiatives and provides guidance*

At their recently held spring meeting, the NMG Executive Committee provided valuable input on a host of strategic initiatives underway within the association. On the agenda for Chairman Jim Johnson of Calpipe Industries and the committee were the following important topics:

- \* Point of Sales Commission Reporting- (see enclosed article)
- \* NEMRA Network- NEMRA's launch of an industry standardized tool for CRM and information sharing
- \* NEMRA PATH  
(Professional Advancement through High Performance) Standards-raising the bar for growth and professionalism
- \* Advocacy in the "C" Suite- making sure manufacturer leaders understand the value of independent reps
- \* Digital Disruption- the threats and opportunities in our channel
- \* 2015 Annual Conference- specific content for manufacturers and support of the conference program

We greatly appreciate the time and support of the NMG Executive Committee and sincerely value the input they provide on all the topics important to our mutual success.

### 2015 NEMRA Annual Conference Returns to San Diego



*Planning well underway for the 45th NEMRA Annual Conference*

Your NEMRA Conference Committee has been at work since the close of the 2014 conference. They have been busy planning the 2015 Conference scheduled for January 27-31 at the Hilton San Diego Bayfront Hotel. Taking into account the feedback obtained through our surveys the committee is putting together a conference that promises to be the largest and most productive business meeting in our industry. Many new and expanded ideas are being incorporated into the 2015 conference including:

- \* Dedicated networking and educational sessions for our younger attendees, the Next Generation Group
  - \* Our first Women in NEMRA event
  - \* A concierge service and orientation for new members and first time attendees
  - \* Additional time slots for Sales Meetings and Business Review Sessions
  - \* Use of an outdoor tent to offer additional networking and meal venues
- \* Monthly content leading up to the Conference to aid in your pre- conference preparation

Registration for the 2015 NEMRA Annual Conference will open September 15th -  
Mark your Calendar!

[www.nemra.org](http://www.nemra.org)

**NEMRA Launches Study on Commission**

Your NMG Executive Committee members for 2014-2015 are:  
[NMG Executive Committee](#)

## Empower Tomorrow Fund Needs Your Support



Make a powerful contribution

### 2014-2105 Campaign Now Underway

The NEMRA Empower Tomorrow Fund campaign kicks off this month with a goal to raise money for college scholarships, internship scholarship opportunities at our member firms, and important research and educational programs for our future growth and development. Please consider making a gift or pledge today to help us grow these important initiatives and plant the seeds for our future.

Please make your valuable donation today

## Point of Sales Research Study Nearing Completion



*Initial findings reviewed at recent*

## Reduction/Increase Impact



*Professors from three Universities  
to lead the project*

Your Board of Directors has approved a research project to analyze a rep firms behavioral responses stemming from a manufacturer's decision to alter their commission compensation.

A team of distinguished professors in the field of marketing and sales from the University of Missouri, the University of Kansas, and the University of Central Florida will conduct the research. Both "Selling Response" Behaviors and "Non-Selling" Response Behaviors as a result of compensation component changes and manufacturer support resources will be part of the study. The project will consist of both a quantitative survey and personal interviews/data analysis with a segment of our membership.

The last significant academic research concerning the professional outsourced representation sales model was conducted in 1984. NEMRA is pleased to be supporting this new study and looks forward to providing the results to both our representative and manufacturers members.

Anyone interested in participating in the research should contact Ken Hooper at [khooper@nemra.org](mailto:khooper@nemra.org)  
or  
(914) 524-8650.

## 2014 MRPAR Results Are In



Participants receive free Highlights Report

### *NMG Meeting*

David Gordon of the Channel Marketing Group recently presented his initial findings on the state of Point of Sale/Transfer Reporting to the NMG Executive Committee and the Executive Committee of the NEMRA Board of Directors.

NEMRA engaged the Channel Marketing Group to solicit channel input on the state of POS/POT reporting as it directly relates to fair and equitable commission reporting.

A central focus of the study involves reporting of "commodity" line products. The final objective of the study is to identify potential best practices and to raise industry awareness on this lingering issue. The Channel Marketing Group is in the final stages of producing the study which will be made available to the membership upon completion.

NEMRA extends a special thanks to all the channel participants, representatives, manufacturers, and distributors, who provided input for the study.

### **NEMRA President Offers Interviewing Tips**



The next time you are in a line interview take a few minutes to interview with the CEO. Why? Most organizations reflect the personality and adopt a culture set by the CEO. The company you may potentially represent will, to a large extent, reflect the business experience and values of its leader. While you probably won't be able to directly interview with the CEO, here are a few questions

The results from the 2014 MRPAR Report have been tabulated by our provider, the Profit Planning Group, and have been forwarded to members who submitted their data. The number of participants increased by 11% this year. Participating firms were split evenly between non-warehousing firms (53%) and warehousing firms (47%). Similarly, small firms represented 33% of the participating firms with medium size firms 42%, and large firms 25%.

Members taking advantage of this member benefit receive important financial benchmarks which help them measure their progress in planning their business. A four year trend line is included back to our initial MRPAR reporting year in 2010. Performance ratios expressed in percentages are tracked for Commissions, Selling Expense to Commissions, Selling Expense to Revenue, G&A Expense to Revenue, Total Operating Expense, Net Income, and Compensation. NEMRA encourages all members to participate in this complimentary member benefit. It takes only an hour to complete the spreadsheet and all submittals are confidentially protected by the Profit Planning Group, the leading performance reporting firm to trade associations.

For more information please contact  
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or  
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**Did you know that the following  
Manufacturers' have partnered with  
RepFiles to distribute their  
Marketing Content?**

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to ask the company interviewers sitting across from you.

\* What is the background of the CEO? What was his/her career path if up through the company ranks, sales, marketing, engineering, operations, finance? Was he/she ever in a sales leadership role?

[For the Full Article](#)

## Data Management Services (DMS)



**Tired of the Burden of Loading Monthly Sales Data?**

**Let NEMRA's Data Management Service Do the Job**

- Each month NEMRA's DMS Team imports 225 sales and commissions reports. An estimate of the time saved for these subscribers is nearly 500 hours monthly.
- 150 Manufacturers provide importable data to their representatives. These sales and commissions reports have been reviewed and tested as "DMS" compatible.
- DMS subscribers have the added benefit of professional assistance in building, generating and disseminating the reports you and your sales force find most beneficial

If you would like additional

|                               |                          |
|-------------------------------|--------------------------|
| 3M                            | KorKap                   |
| Allied Moulded Products, Inc. | Legrand                  |
| American Polywater Corp.      | Legrand - Cablofil       |
| Berko                         | Legrand - On-Q           |
| Burdy                         | Legrand - Pass & Seymour |
| Champion Fiberglass           | Legrand - Wiremold       |
| Coleman Cable, Inc            | Littelfuse               |
| Dialight                      | Madison Electric         |
| Edwards Signaling             | Newell Rubbermaid        |
| ERICO CADDY                   | Pentair - Hoffman        |
| Federal Signal                | Pentair - McLean         |
| Harger Lightning & Grounding  | Pentair - Schroff        |
| Hubbell - Chalmit             | Perma-Cote               |
| Hubbell - GAI-Tronics         | Phoenix Products Company |
| Hubbell - Hawke               | Plasti-Bond              |
| Hubbell - Killark             | QMark                    |
| Hubbell - RACO                | Service Wire Company     |
| Hubbell - Victor              | Southwire                |
| Hubbell - Wiegmann            | Stahlin                  |
| IlSCO                         | Western Tube             |
| Intermatic                    |                          |

Designed specifically for NEMRA manufacturers and their representatives, the RepFiles system ensures field sales personnel have the most up-to-date and complete package of sales and marketing tools available to them 24/7 on their Android or iOS phone or tablet.

To find out how RepFiles can help you please contact [sales@repfiles.net](mailto:sales@repfiles.net) or visit [www.repfiles.net](http://www.repfiles.net)

### An Important Legal Doctrine You Should Know



#### *NEMRA's Legal Services Provider Talks "Procurring Cause"*

This column ordinarily features legal issues confronting independent sales representatives who promote manufacturers' products, not company reps involved in marketing the services of their employers. However, when Keith Miller was stiffed by his principal, who also happened to be his employer, it happened in a manner so brazen that all independent reps will not only feel his pain, but will respect and cheer his concerted efforts to get paid.

Employed for several years as a field sales representative for Paul M. Wolff Co., a subcontractor specializing in concrete finishing services known as PMW, Miller was responsible for facilitating and overseeing projects within

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## NEMRA Locator



- \*What does your locator listing say about your firm?**
- \*Is your line card up to date?**
- \*Does it sell your company?**

The Locator is the first stop for manufacturers when seeking representation. If your listing is not a quality advertisement for your firm you are missing an opportunity. If you need help with your Locator listing please contact NEMRA HQ...we are here to help you.

For assistance in updating your Locator listing please call or email:

(914) 524-8650  
[nemra@nemra.org](mailto:nemra@nemra.org)

his territory. When a project is awarded to PMW, the rep completes the final step toward earning a commission by managing the company's performance through completion of the project. And PMW historically paid a healthy 15% commission on much of the business.

When Miller resigned in 2009 to operate his own concrete company, he offered to complete his unfinished PMW projects. PMW refused the offer, and assigned other employees to finish these projects. Miller then sought commissions on at least 14 pending projects. Significantly, Miller's contract with PMW said nothing about the payment of post-termination commissions.

### [For the Full Article](#)

This article provided by NEMRA's Legal Services Provider:

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**This is YOUR forum!**