

From: [NEMRA](#)
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National Electrical Manufacturers Representatives Association

News from NEMRA

May 2014



The NEMRA-Network is Here and It's All About Growing Sales

Simple, Cost Effective and Designed for Reps and Manufacturers

The NEMRA-Network Provides:

- Easy access to accounts and contacts for more targeted sales campaigns
- Opportunity Module for better sales tracking, increased "win ratios" and more effective manufacturer sales visits
- Fully supported by NEMRA CRM specialists
- **One** industry CRM system with lowest cost of ownership for both reps and manufacturers

To schedule a personalized webinar for your firm please

[Email](#)

NEMRA with your contact Information



Internship Scholarship Awarded

NEMRA is pleased to announce that its first Empower Tomorrow internship scholarship has been

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NEMRA Membership Growth Continues

New rep firms and manufacturers join our Association
Please welcome our 28 newest members

NEMRA

Construction Agents NW - Seattle, WA
CSI Utility Sales - Grand Ledge, MI
Currier & Roser Inc. - Harahan, LA
Integrated Component Sales - Winter Park, FL
Delandsheer Sales - Denver, CO
Electrical Midwest - Overland Park, KS
Gaynor & Associates - Eden Prairie, MN
Haddon-McClellan Associates, Inc. - Atlanta, GA
Innovative Electrical Solutions - Cincinnati, OH
Integrated Component Sales - Winter Park, FL
JS Electric LLC - Coral Gables, FL
PL & E Sales - Charlotte, NC
TEC Sales - San Antonio, TX
Tidewater Industrial Sales - Chesapeake, MD

NEMRA Manufacturers Group (NMG)

Cooper Power Systems by Eaton - Pewaukee, WI
Eiko - Shawnee, KS
Highline Products - Lexington, MA
I-Gard Corporation - Mississauga, ON
NEC Inc. - Houston, TX
Panasonic Eco Products Division - Newark, NJ
PHD Manufacturing, Inc. - Columbia, OH
PQ Lighting - Simi Valley, CA
QSSI/Duraguard Products Inc. - Tampa, FL
Simkar LLC - Philadelphia, PA
TE Connectivity - Fuquay-Varina, NC
USI Electric, Inc. - Owings Mills, MD
Utopia Lighting - Gardena, CA

awarded to the RENMARK Group in Pittsburgh. Mike Cuddy, RENMARK's principal, and his team designed an internship program in conjunction with the career offices at two local Pittsburgh universities. The demand for new talent is a big challenge for all of us.

More on what NEMRA is doing to address this challenge will be featured in a separate forthcoming article.

Data Management Services (DMS)

Solutions



Tired of the Burden of Loading Monthly Sales Data? Let NEMRA's Data Management Service Do the Job

- NEMRA's DMS Team processes 115 different manufacturer sales and commission reports each month
- DMS subscribers have the added benefit of professional assistance in building, generating and disseminating the reports you and your sales force find most beneficial

IRIS News

- The IRIS FedEx interface is completed and has been fully field tested. Coupled with the UPS IRIS interface, our logistics module can save you time and money.
- IRIS QuickBooks Interface (IQ) allows reps to maintain inventory, create and process orders in the IRIS system and upon completion seamlessly

Viribright Lighting, Inc. - Corona, CA

MRPAR



Improve your Business by Knowing the Numbers

Its free, easy to participate, and provides a wealth of information.

Are you curious as to how your company compares to other NEMRA members?

How you stack up to other firms in terms of:

- * Commissions per employee
- * Percentage of selling expense to commissions
- * Average total compensation paid to outside, inside, and warehouse associates

The 2014 Manufacturers Representative Performance Analysis Report (MRPAR) can tell you all this and much more. And it's easy to participate.

Our MRPAR report provider, the Profit Planning Group (PPG) is ready to receive your confidential information and provide you with a complimentary Rep Agent Profile Report summarizing all of the data submitted by NEMRA participants.

All you need to do is access the following link for the MRPAR Spreadsheet:

[Download the 2014 MRPAR Spreadsheet](#)

Want a more specific comparison on how your firm compares to other firms with a similar profile as yours? PPG can provide a customized report for you for \$185.00.

Are you a member of a Networking Group? MRPAR provides an easy to manage and consistent method to analyze and compare your groups data.

If you have any questions or need assistance please contact PPG at:

surveys@profitplanninggroup.com
or (303) 444-6212.

pass the order to QuickBooks for customer billing. IQ is available for immediate installation.

If you would like additional information please contact:

Jim Bannon at
(914) 524 8660 ext 201 or
jim@nemra.org



Recommend RepFiles & Receive a \$50 Gift Card!

It's springtime and that means time for a refresh with the help of RepFiles! Whether you have home improvement projects, landscaping or that golf swing on your mind, RepFiles is offering a FREE \$50 gift card to select retailers! All you need to do is recommend RepFiles to manufacturers you believe should be distributing their content through the RepFiles NEMRA Edition App and have them attend a demo. To learn how, for a list of retailers and for official rules, [click here!](#)

Point of Sale and Commission Reporting Study Underway

Reporting and Payment Practices to be Examined

NEMRA has launched a new research project to better

NEMRA Board Updates Strategic Plan



Mission, Vision, and Strategic Direction
Developed at Planning Session

NEMRA Vision 2020 initiatives underway.

Following a two day special planning session your NEMRA Board of Directors have updated the Association's strategic plan for the coming years. A synopsis of the plan follows:

Mission:

NEMRA promotes and enhances the value of the independent rep to the electrical industry.

Vision:

To become the global leader in promoting and developing independent reps as an indispensable channel to market for the electrical industry.

Strategic Initiatives:

- Continue to increase value and relevance of **Annual Conference**
- Develop **Performance Standards** to raise the value and performance of NEMRA Rep firms
- Create **Technology** offerings that facilitate the effectiveness and efficiency for members
- Research and develop solutions for fair and equitable **POS and Sales Commission Reporting**
- Enhance our offering of **Educational and Professional Development** programs
- Engage with NMG members at the "C Suite" level to **Advocate** for NEMRA reps and the outsourced sales professional, multi-line, sales model.
- **Expand** NEMRA's reach to new market segments and new geographic areas.

If you have an interest in being involved in any of these initiatives please contact a member of the Board or Ken Hooper at NEMRA Headquarters.

understand the issues related to the reporting and payment of commissions associated with Point of Sales/Transfer transactions. A central focus of the study will be on commodity products where reporting seems to be of greatest concern. Fair and equitable reporting of sales and the proper payment of commissions is an important issue for all of us.

NEMRA has engaged David Gordon of the Channel Marketing Group to help us with the research phase of the study and developing channel wide solutions.

If you would like to participate in this project please contact David Gordon directly at dgordon@channelmkt.com or 919.488.8635 or Ken Hooper at NEMRA HQ.

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NEMRA Locator

How do you advertise your Firm?

Make your locator listing a valuable advertisement

What does your locator listing say about your firm? Is your listing up to date and does it offer an accurate portrayal of your firm? Does it sell your company and offer a potential manufacturer a reason to call you to discuss a new line.

The Locator is the first step 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.

Please call or email:
(914) 524-8650
nemra@nemra.org

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The NEMRA LinkedIn Group is an interactive forum for you to share best practices, start industry discussions and find solutions to your questions.
This is YOUR forum!

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