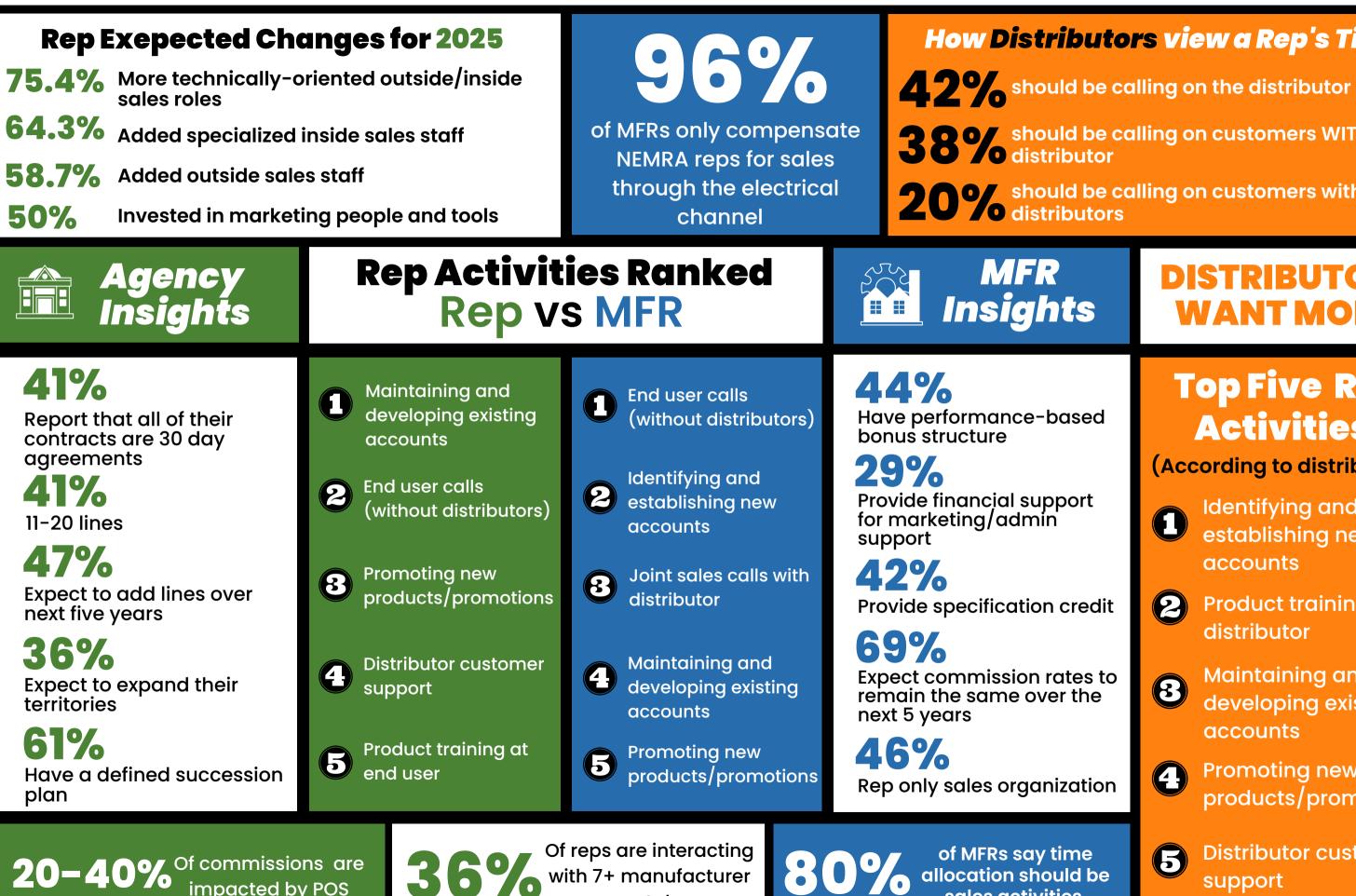
REP OF THE FUTURE REPORT – RESEARCH FINDINGS



portals

How Distributors view a Rep's Time

- **38%** should be calling on customers WITH distributor
- **20%** should be calling on customers without distributors

DISTRIBUTORS **WANT MORE**

Top Five Rep Activities

(According to distributors)



Identifying and establishing new accounts



Product training distributor





6

sales activities

Distributor customer support

What are the top three most important rep activities?

Distributor Answers

- Product training at
- distributor
- Joint sales calls with distributor
- Making specification /engineering calls

Rep Answers

Maintaining/developing existing account



- End user calls
- (without distributors)
- Promoting new
- products/promotions

MFR Answers

- End user calls
- (without distributors)
- Identifying/establishing new accounts
 - Joint sales calls with distributor