

# REP OF THE FUTURE REPORT – RESEARCH FINDINGS

## Rep Exepected Changes for 2025

- 75.4%** More technically-oriented outside/inside sales roles
- 64.3%** Added specialized inside sales staff
- 58.7%** Added outside sales staff
- 50%** Invested in marketing people and tools

**96%**

of MFRs only compensate NEMRA reps for sales through the electrical channel

## How Distributors view a Rep's Time

- 42%** should be calling on the distributor
- 38%** should be calling on customers WITH distributor
- 20%** should be calling on customers without distributors

What are the top three most important rep activities?

## Distributor Answers

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



## Agency Insights

## Rep Activities Ranked Rep vs MFR



## MFR Insights

## DISTRIBUTORS WANT MORE

**41%**

Report that all of their contracts are 30 day agreements

**41%**

11-20 lines

**47%**

Expect to add lines over next five years

**36%**

Expect to expand their territories

**61%**

Have a defined succession plan

- Maintaining and developing existing accounts
- End user calls (without distributors)
- Promoting new products/promotions
- Distributor customer support
- Product training at end user

- End user calls (without distributors)
- Identifying and establishing new accounts
- Joint sales calls with distributor
- Maintaining and developing existing accounts
- Promoting new products/promotions

**44%**

Have performance-based bonus structure

**29%**

Provide financial support for marketing/admin support

**42%**

Provide specification credit

**69%**

Expect commission rates to remain the same over the next 5 years

**46%**

Rep only sales organization

## Top Five Rep Activities (According to distributors)

- Identifying and establishing new accounts
- Product training distributor
- Maintaining and developing existing accounts
- Promoting new products/promotions
- Distributor customer support

## 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

**20-40%** Of commissions are impacted by POS

**36%** Of reps are interacting with 7+ manufacturer portals

**80%** of MFRs say time allocation should be sales activities