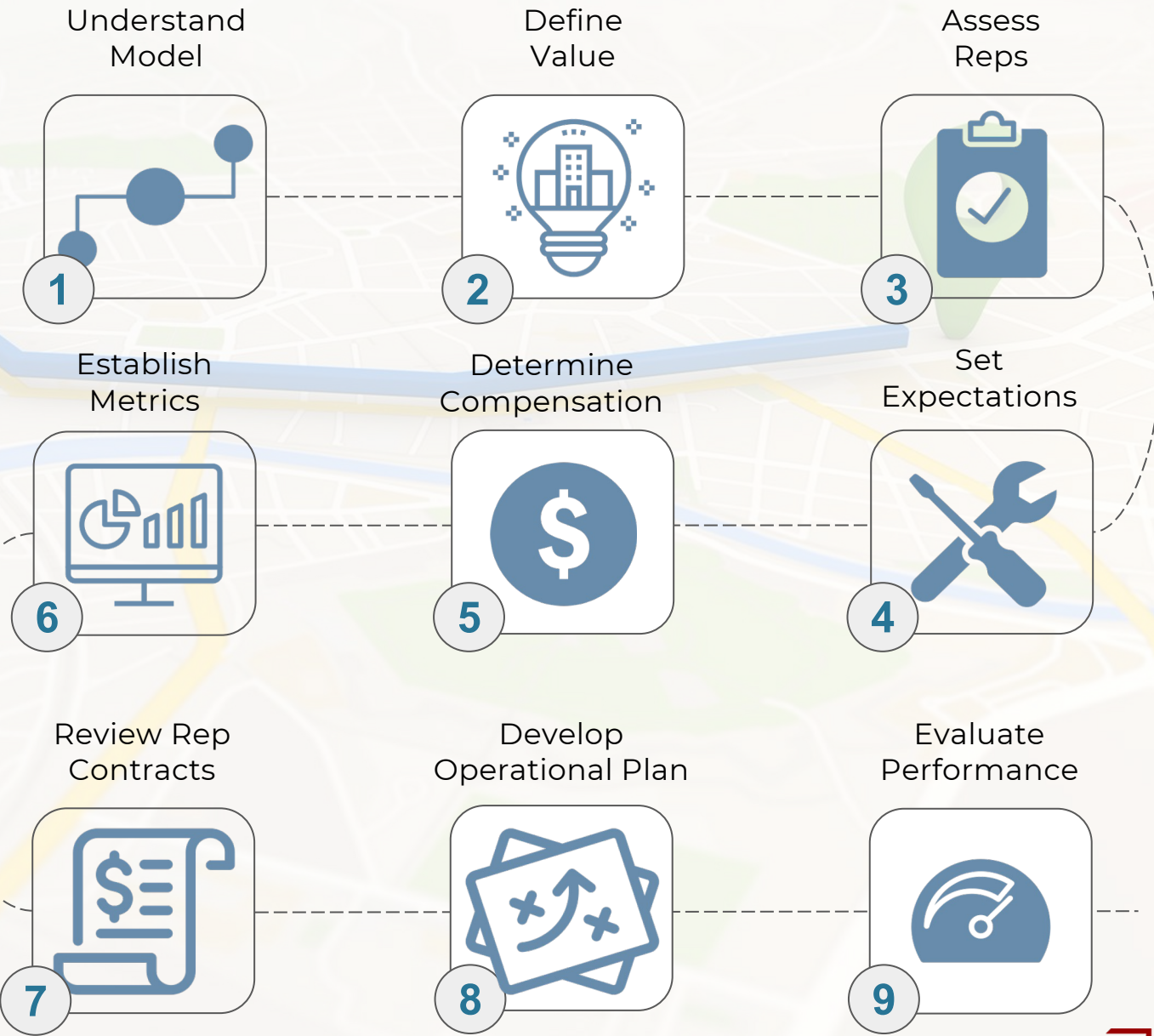


The Grow Sales with Reps ROADMAP

Contemplate

Communicate

Collaborate



The Grow Sales with Reps ROADMAP Cont'd

CONTEMPLATE		
Step 1: Understand Model	Step 2: Define Value	Step 3: Assess Reps
Key Takeaway: Understand the roles & responsibilities in the supply chain	Key Takeaway: Reps are a cost-effective growth strategy in target markets & Reps grow sales	Key Takeaway: This is the best method to grow my business
Objectives: <ul style="list-style-type: none"> Rep Terminology 	Objectives: <ul style="list-style-type: none"> Handle/find new business Launching new products Grow sales Be profitable Speed to market Establish local inventory/operations as a variable cost of sales 	Objectives <ul style="list-style-type: none"> Metrics to evaluate Agency How to interview (process) Owners to inside sales Succession plans Cost of direct to rep Communication to & from
COMMUNICATE		
Step 4: Set Expectations	Step 5: Determine Compensation	Step 6: Establish Metrics
Key Takeaway: <i>Define mutual success</i>	Key Takeaway: Create & execute a cost effective & attractive comp plan for reps (as well as the mfg)	Key Takeaway: Define success metrics to align rep activity with mfg goals - *same goals
Objectives <ul style="list-style-type: none"> Boundaries - what I can't do as a manufacturer Establish & agree on common expectations Reps expectations of mfg Mfg expectations of reps Ongoing business review How to address line card conflict 	Objectives <ul style="list-style-type: none"> Identify % of product COGs that can be fixed & assigned while keeping market-price competitive Be fair Don't pay too much Is compensation getting us what we desire? 	Objectives <ul style="list-style-type: none"> Have the right tech tools Forecasting Tech interface Mindshare Basic information sharing (privacy)
COLLABORATE		
Step 7: Review Rep Contracts	Step 8: Develop Operational Plan	Step 9: Evaluate Performance
Objectives <ul style="list-style-type: none"> Be fair How do contracts work - terms, layout, components Not to be taken advantage of Which parts/clauses are really important & why 	Objectives <ul style="list-style-type: none"> Training plan Marketing plan Define roles – rep firms & factory Team building 	Objectives <ul style="list-style-type: none"> Successful Partner Achieve goals Grow sales/delivery