

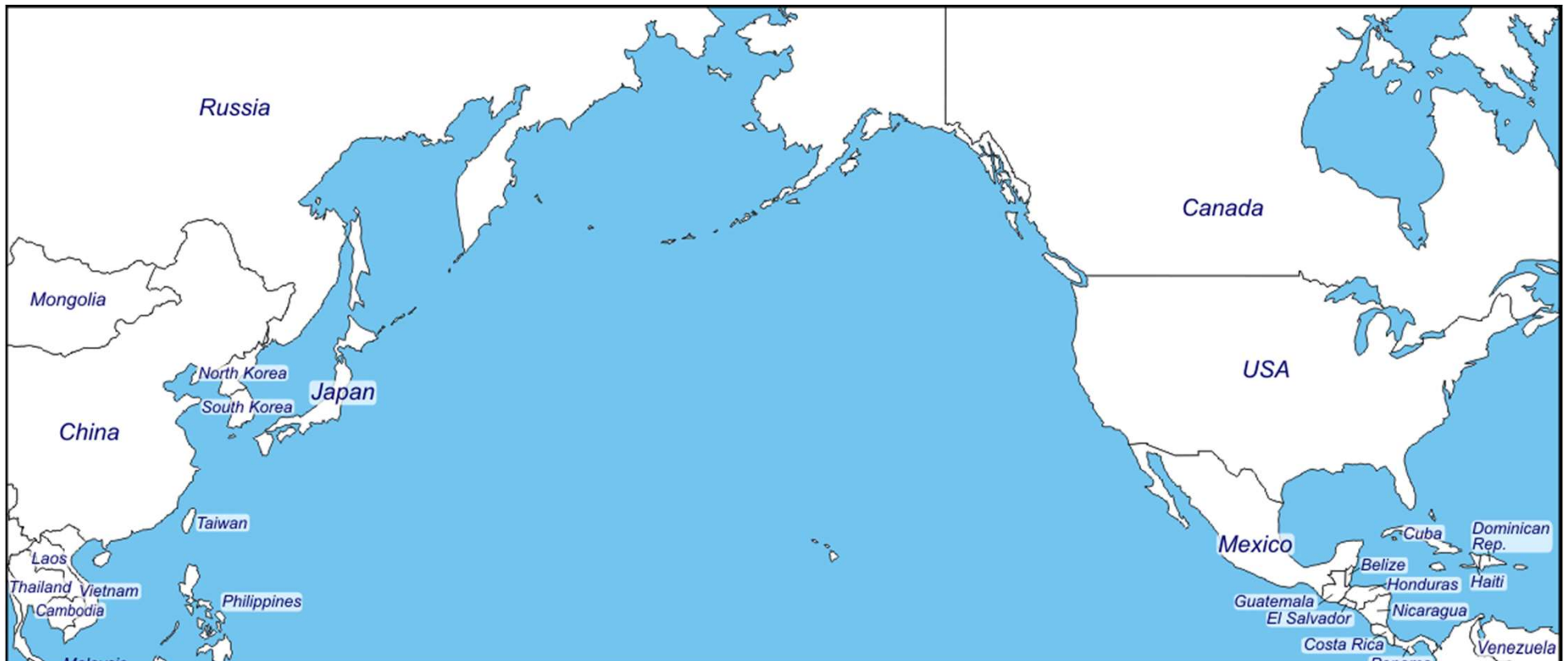


MANA[®]
Manufacturers & Agents
PROFESSIONAL PARTNERS IN PROFITS

THE QUICK AND THE DEAD

Presented by Charles M. Cohon
CEO and President, Manufacturers' Agents National Association

THE SURFING COMPETITION



THE QUICK AND THE DEAD



Fotolia_Irina Volkova

THE QUICK



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AND THE DEAD



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Two predictions for 2018

- A great year and a terrible year

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A Great Year and A Terrible Year

- Race to Quality.
- ~~Don't do anything wrong and grow sales.~~
- What more can I do?

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Two predictions for 2018

- Life will continue to be unfair





Me

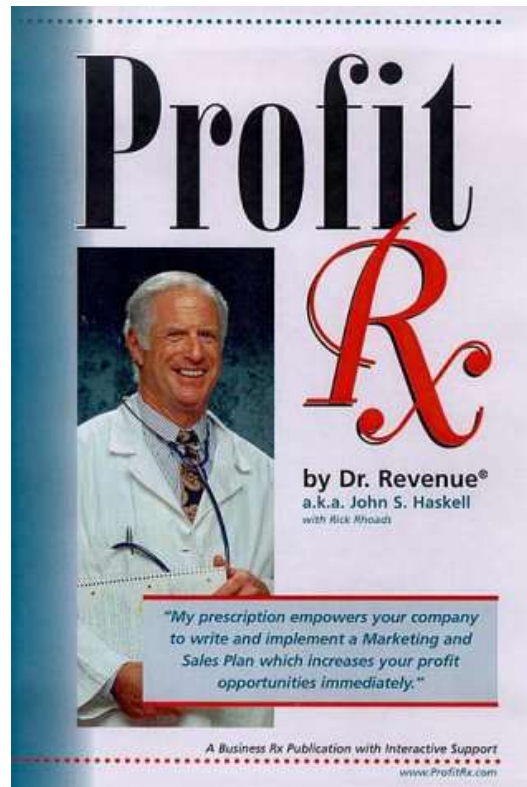
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Backselling

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~~Unfair?~~

Unpredictable

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Fotolia_beawolf

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Unpredictable

- Another Rep Firm Implodes
- Another Rep Firm Addresses New Line's Conflicts
- Another Rep Firm Grows Too Large

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Principals Merge

- And You Get Both Lines
- Or You Make Lemonade

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Are You The Quick Or The Dead?

- Line Retention
- Line Acquisition

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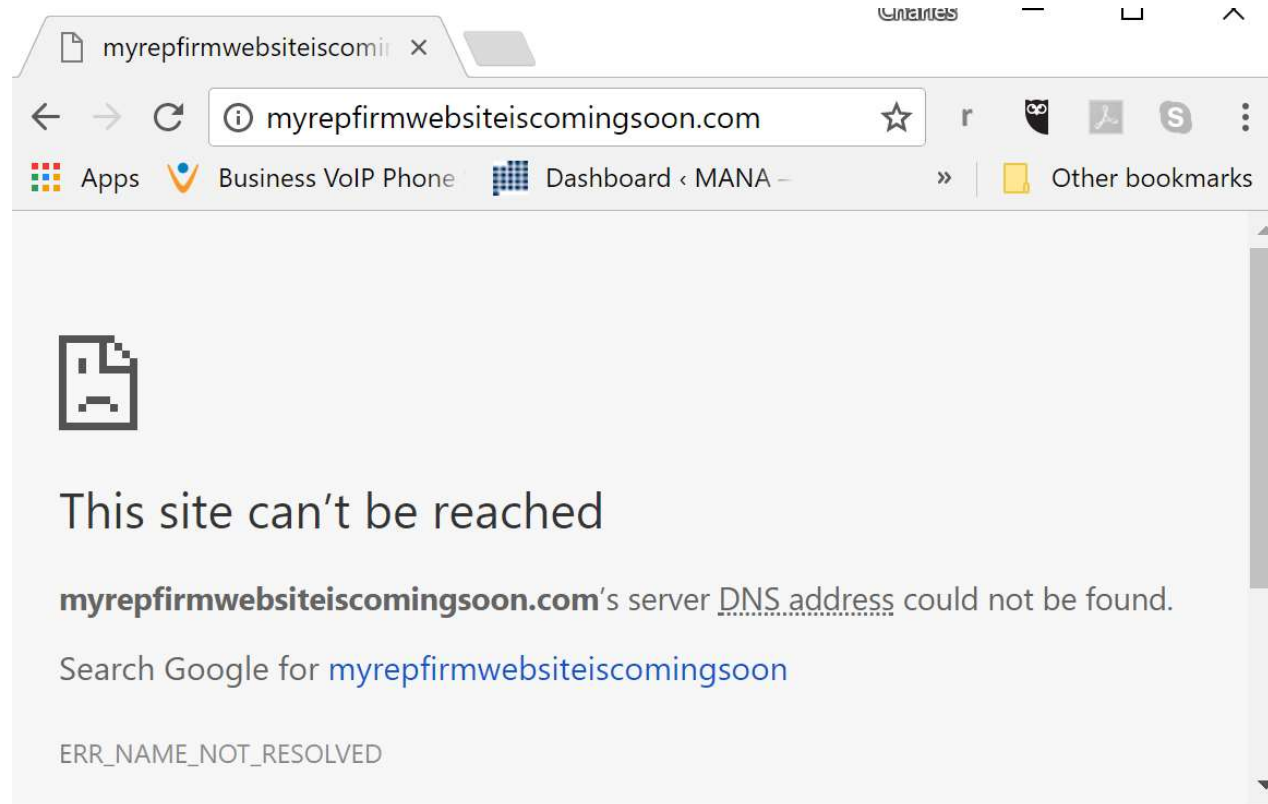
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RE:EMAIL REPLY

DEAR PRINCIPAL,

TODAY I CALLED ON FRED SMITH AT ACME COMPANY AND SHOWED HIM OUR NEWEST PRODUCTS WHICH HE LIKED ESPECIALLY THE FEATURES THAT YOU TOLD US ABOUT IN THE SALES MEETING LIKE THE DOUBLE HINGED ENTRY DOOR TO HELP INCREASE THE THROUGHPUT OF MATERIAL TO SAVE THE CUSTOMER LOTS OF MONEY AND GIVE HIM PAYBACK IN LESS THAN SIX MONTHS WHICH IS A POWERFUL SALES ARGUMENT THAT FRED SAW RIGHT AWAY SO HE SAID HE WOULD GIVE IT A LOOK LATER NEXT MONTH BUT FOR NOW HE IS REALLY INTERESTED IN OUR MODEL 125 BECAUSE IT HAS FINGER GUARDS THAT KEEP THE CUSTOMERS SAFER THAN THE OLD MODEL 120 WITHOUT THE FINGER GUARD DID SO THAT IS THE MAJOR INTEREST AT ACME COMPANY TODAY BASED ON THE CALL I MADE SO I THOUGHT I WOULD KEEP YOU IN THE LOOP BY TELLING YOU WHAT FRED HAD TO SAY AND HE ALSO SAID TO BE SURE TO TELL MARY AT THE PLANT THAT HE REALLY APPRECIATED THE EXPEDITED DELIVERY SHE GOT FOR HIM LAST WEEK. ALSO I NEED A MODEL 6 SAMPLE URGENTLY FOR ANOTHER CUSTOER CAN YOU SHIP IT UPS RED TODAY?

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Your firm's profile, in MANA's RepFinder or elsewhere:

- Sloppy or incomplete.
- Too many states.
- Too many product categories.

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Succession Planning

Business Continuity Planning

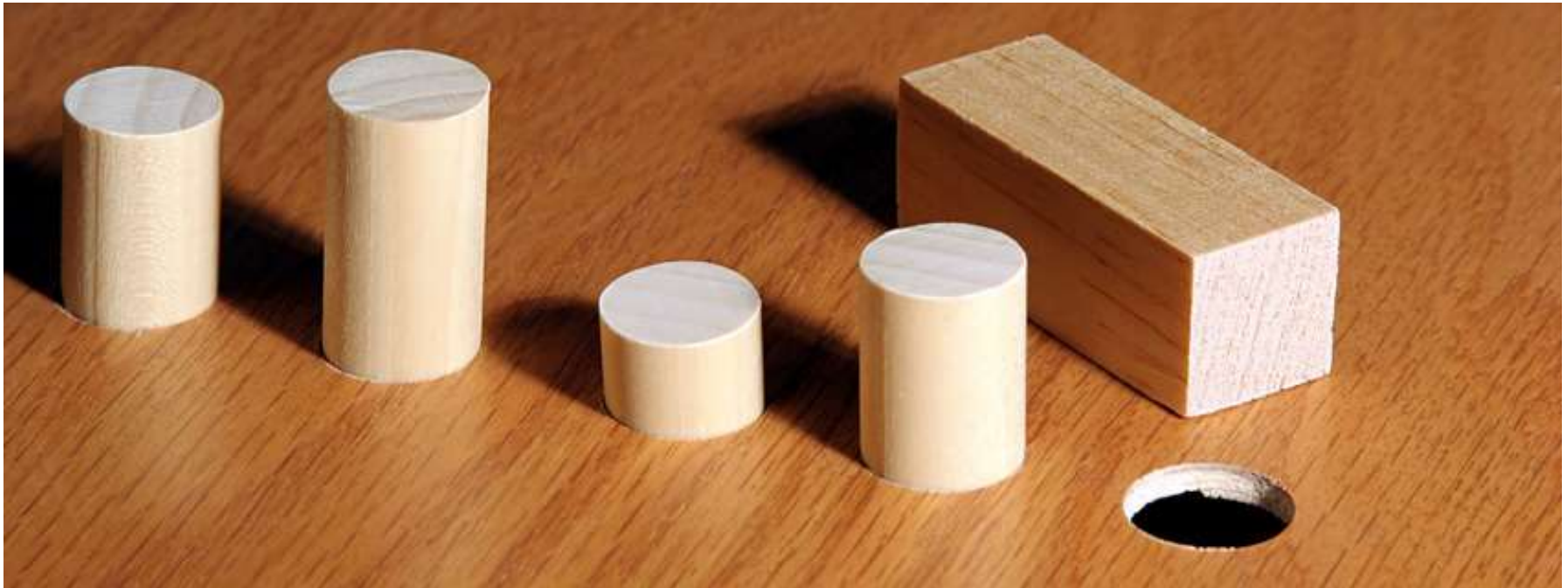
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Communication Plan



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Your Line Card



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Questions?



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Thank You!



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ERIEZ INTERNATIONAL SALES MEETING, OCTOBER 3, 2017

Presented by Charles M. Cohon
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If you come to a fork in
the road, take it.

Yogi Berra