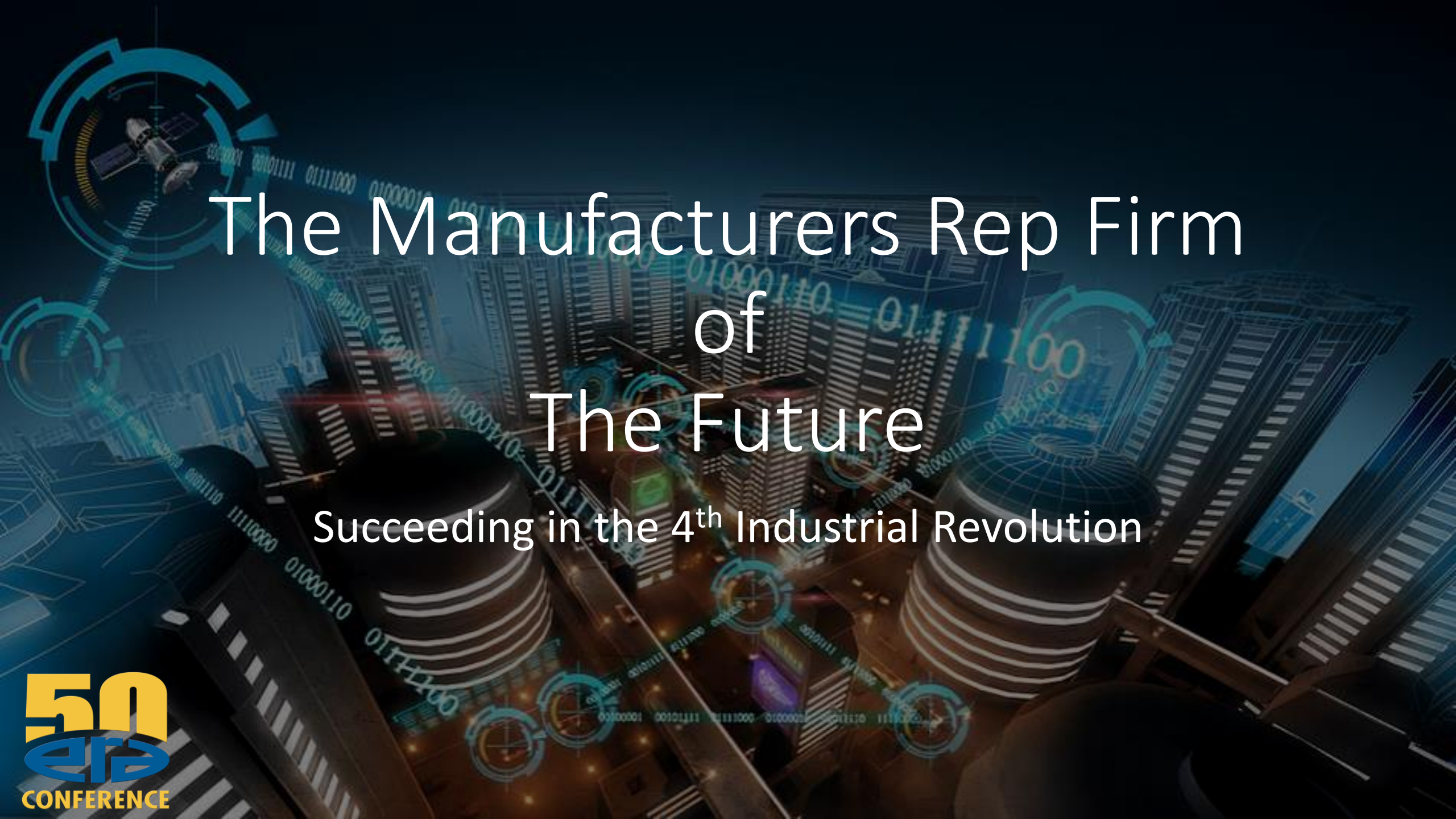


The background of the slide is a dark blue, futuristic cityscape. It features several tall, cylindrical skyscrapers with horizontal bands of light. The scene is overlaid with glowing blue and yellow digital elements, including binary code (0s and 1s), circular data patterns, and a satellite in the upper left corner. The overall aesthetic is high-tech and digital.

The Manufacturers Rep Firm of The Future

Succeeding in the 4th Industrial Revolution

Introductions

Agenda

- The 4th Industrial Revolution
- The Evolution of the Manufacturers Rep Firm
- Survey Process and Summary Results
- Capabilities of the Future Rep Firm
- Suggested Next Steps
- Panel Q&A
- Wrap Up

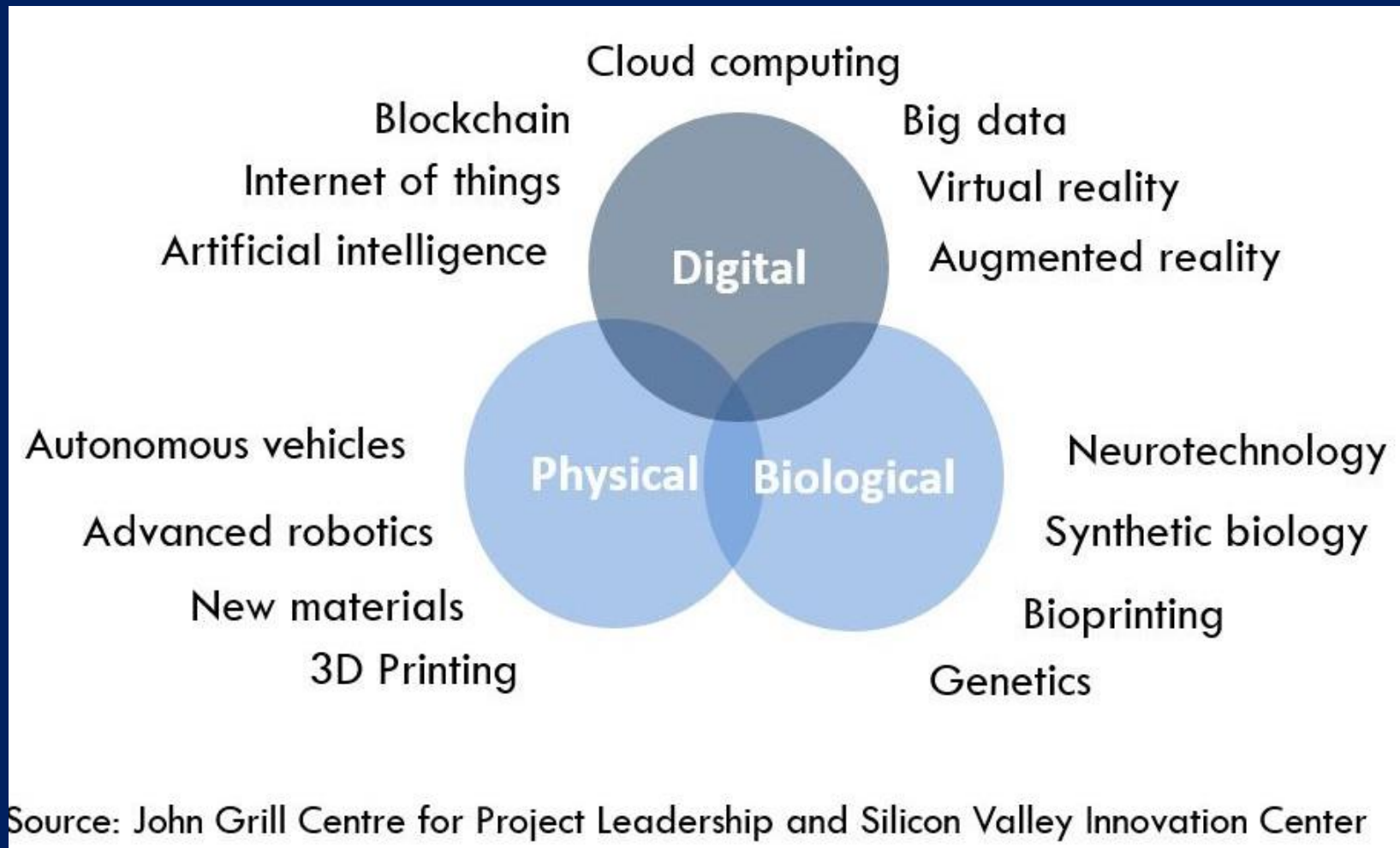
The 4th Industrial Revolution

“We are at the beginning of a revolution that is fundamentally changing the way we live, work, and relate to one another. In its scale, scope and complexity, what I consider to be the fourth industrial revolution is unlike anything humankind has experienced before.”

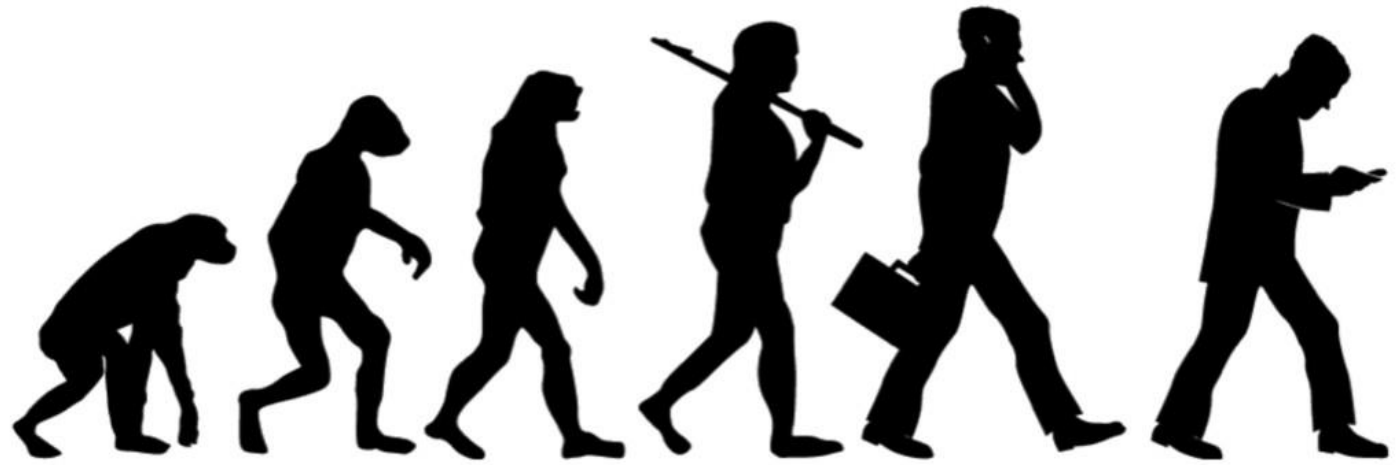
*“We are witnessing profound shifts across **all industries**, marked by the **emergence of new business models, the disruption of incumbents** and the reshaping of production, consumption, transportation and delivery systems.”*

Klaus Schwab-Founder of World Economic Forum

Our Business and Personal Universe



Evolution





Yesterday
Relationships



Today
Trusted Advisor



Tomorrow?
Optimize Digital Disruptors
AI
Digital Marketing
Business Development
Strategic marketing
Technology Liaison

Survey

Goal: How do Reps, Manufacturer's and Distributors...

View the Rep Firm of
the future changing?



What roles will
change, and what
skills are needed?



Value=Compensation



All ERA Members Surveyed

% Respondents:

22% Reps

15% Manufacturers

27% Distributors

Survey: 3-5 questions-multiple choice.

General topics:

What's working today?

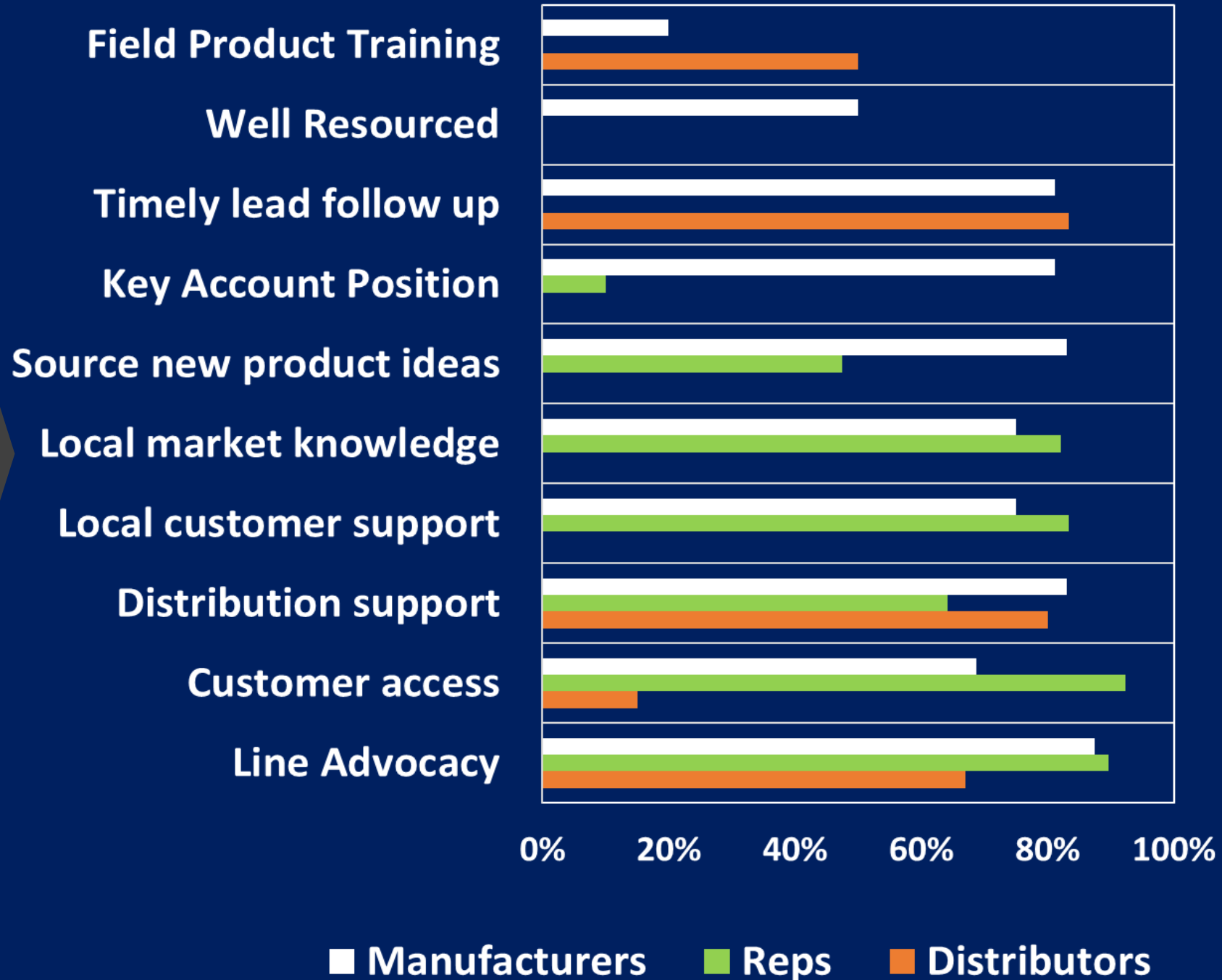
Major business disruptors?

Future skills and resources needed?

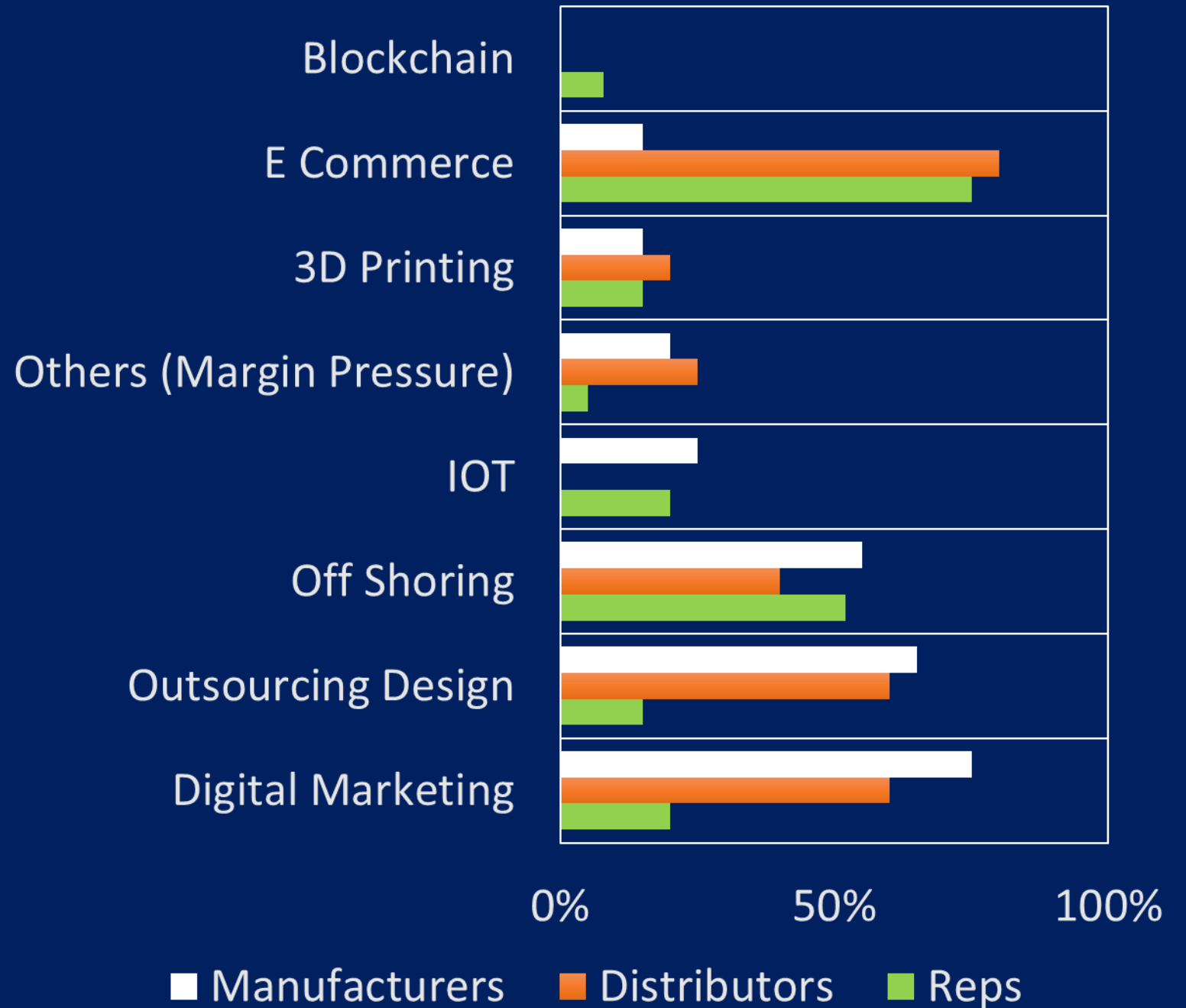
Activities that would support more compensation?

ERA Member Survey

Top Attributes Today's Reps

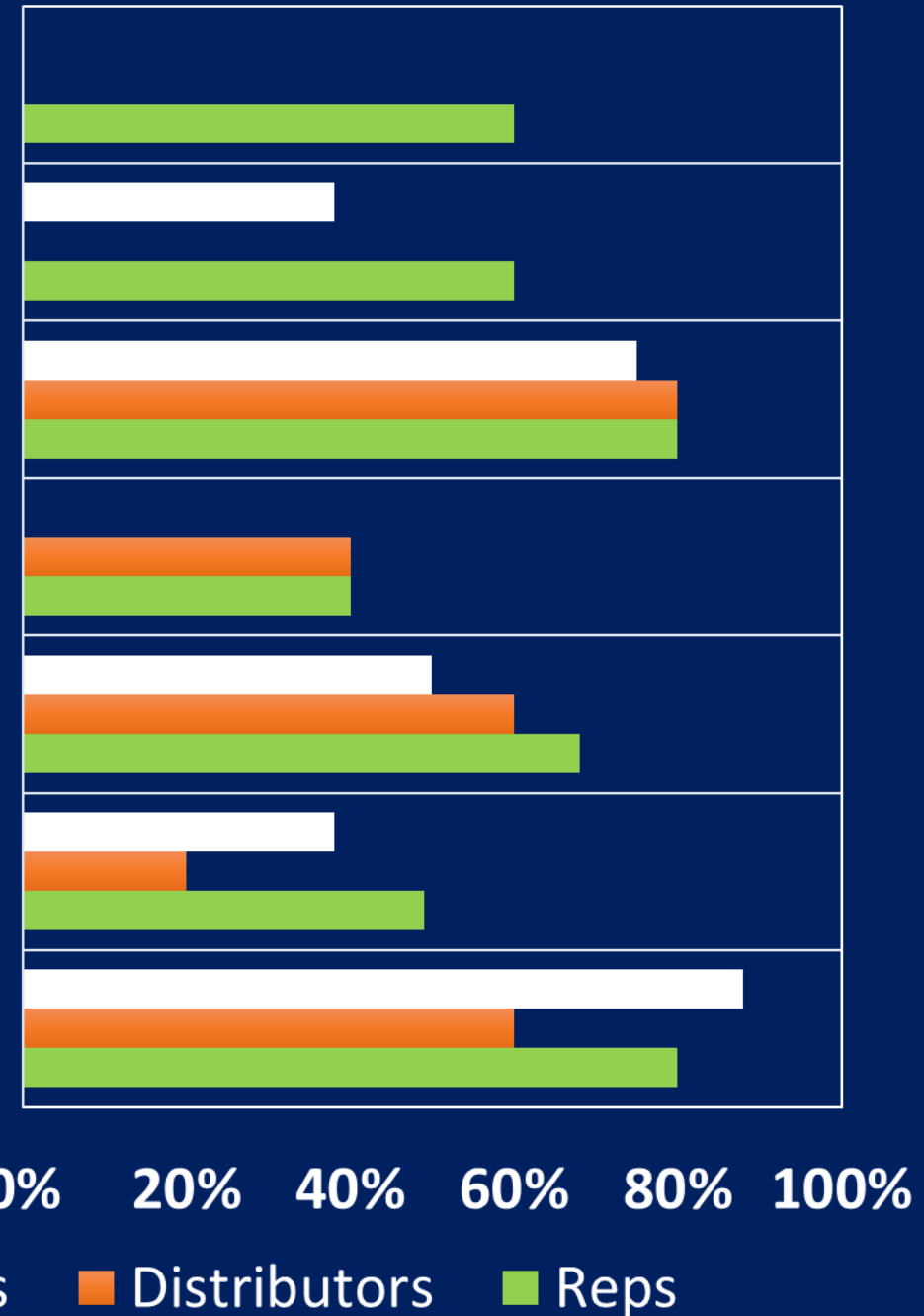


What
“Disruptors” will
most impact the
Traditional Rep
Model



The Rep Firm of the Future Capabilities

E-Commerce Support
Relevant Line Revisions
Marketing /Business Dev.
Disty Strategic Lead
Strategic Marketing
Millennial Work Force
Upgraded Tech Skills



Commissionable Future Capabilities

Manufacturers Survey Results

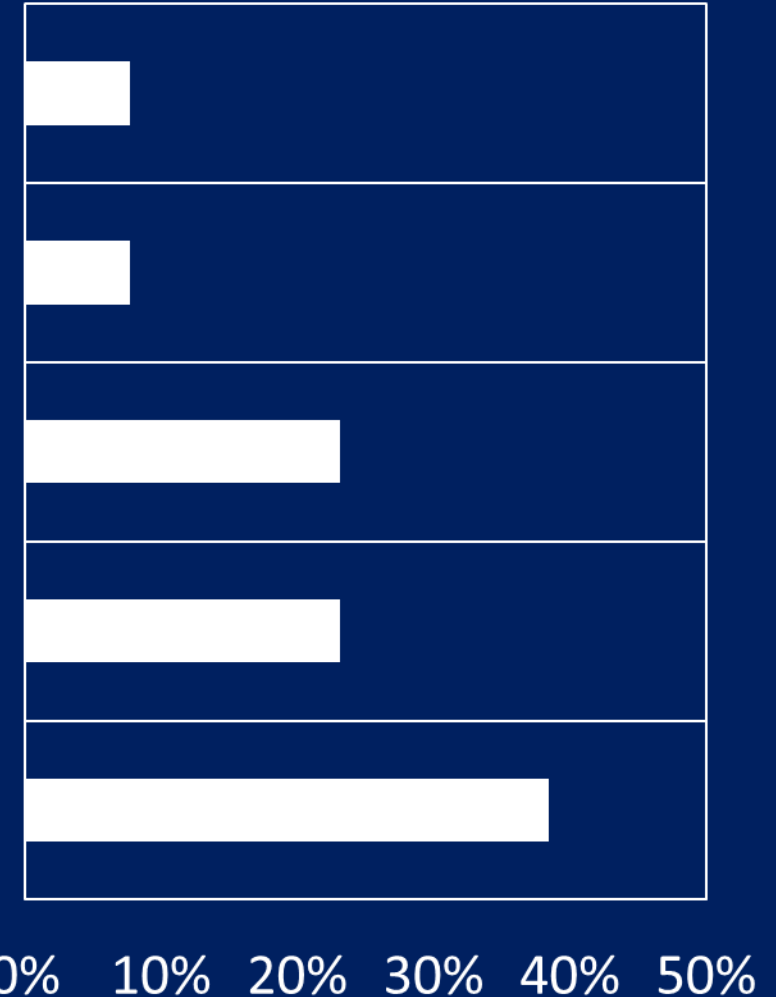
Distribution development of
future technology needs

Strong Technical partnership
with customers

Adding the "right" Technical
Resources

Strategic Local Marketing
and Business Development

No additional Commission



Next-Gen Manufacturers Rep Organization

A Changing Definition of Sales

A Changing Role for Manufacturers Rep Firms

“Manufacturers Revenue Generation Organizations”

The Customer

Who they are and How They Buy in the Digital World

- Self Educating
- Decisions De Centralized-Autonomous System to System
- Has more access to Information/options = **Expect More**
- Highly Distracted - **Reps need to add Higher Level of Value**
- Contacts transition **within** and **out** of companies every 2-3 years
- Less approachable through traditional methods

The Manufacturer

Evolving in a Digital Market

- Dedicating Significant Resources to Digital Marketing
- Positioning to better support the “new” customer needs
- Adjusting Growth Strategies
- Where is Human Interaction critical?
- What is the ROI on the COS?

The Next-Gen Manufacturers Sales Rep Firm

Traditional Goals a Non-Traditional Journey

Rep Firms Sustainable Profitable Success Keys

- **Sales Process:** Align with the customers design and buying approach
- **Manufacturers:** Provide expanded support to evolving market needs
- **Distributors:** Guide and collaborate on customer dynamics
- **Profitability:** Optimum use of Digital Tools and Technology

Profile: Next-Gen Manufacturers Sales Rep Firm

Intuitive Human Knowledge + Technology

- Capability to wield data in prioritizing customer development
- **AI** – Administrative (CRM), Forecasting, Lead Qual, Deal Evaluation
- Digital marketing Expertise
- Development of Regional Strategic Marketing Plans
- True Technology focused personnel
- E-Commerce – Connecting broken links in supply chain

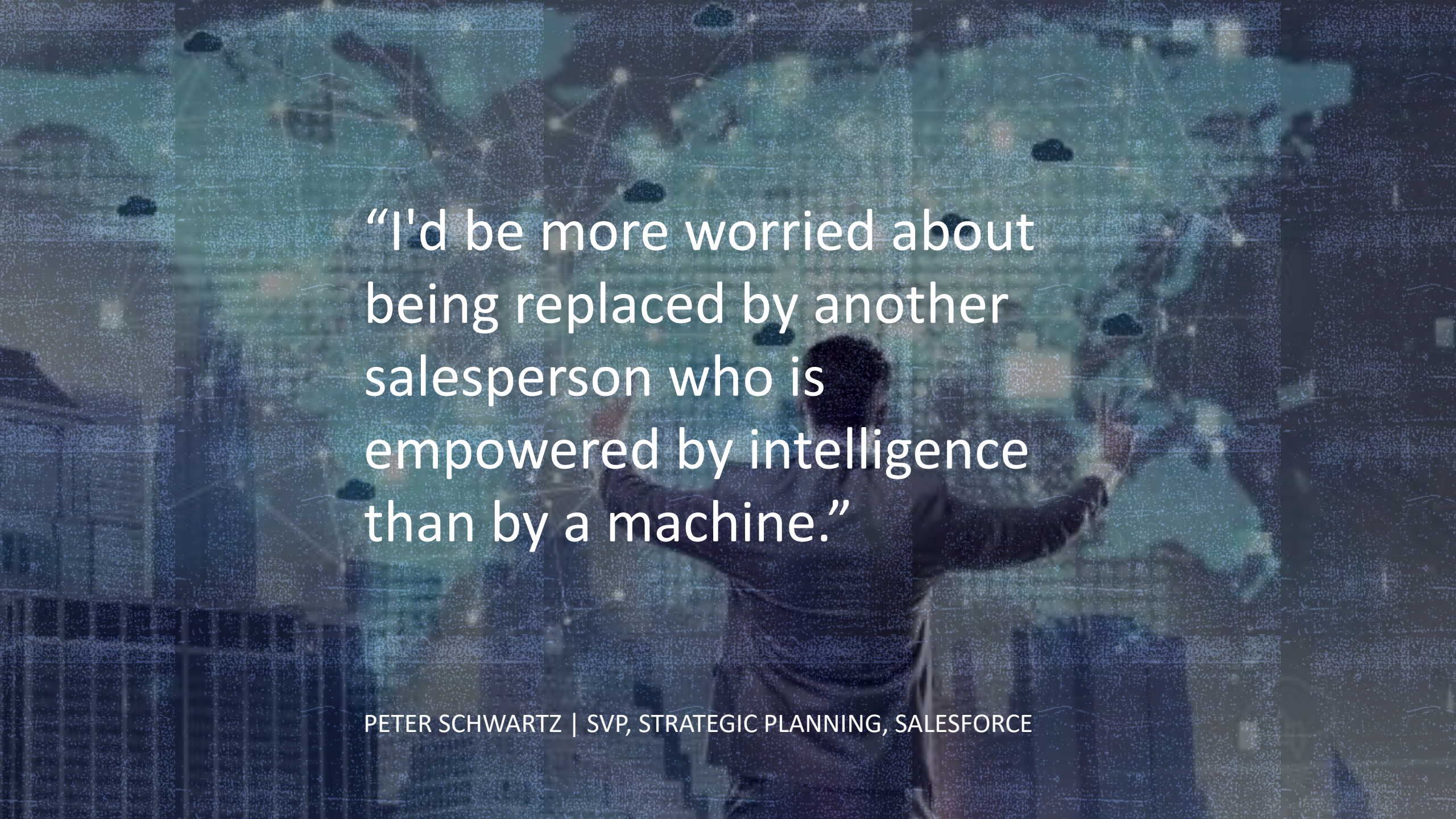


“Evolving” to the Next-Gen Rep Firm

A Process not an Event

Some Next Steps to Consider (3-5Year Plan)

- **Web-Site Message-** Progressive or Static?
- **Market Assessment** –Regional and Beyond
 - Growth segments and technologies?
- **Technology and Service Offering (Lines)**
 - The Right Technology for the Future?
 - Future Horizon Limited?
 - What capabilities do the progressive Manufacturers require?
 - New manufacturers that align with Growth Focus
- **Personnel** - Next–Gen Training Needs Tools/Technology?
- **Research AI Tools** - Objective Productivity

A person is seen from behind, standing in front of a large digital display. The display shows a complex network diagram with numerous nodes and connecting lines, set against a dark background with a blue and green color scheme. The person's hands are raised, interacting with the display. The overall atmosphere is futuristic and technological.

“I'd be more worried about
being replaced by another
salesperson who is
empowered by intelligence
than by a machine.”

PETER SCHWARTZ | SVP, STRATEGIC PLANNING, SALESFORCE

Panel Discussion Q&A