

Profile of the Successful Rep-Manufacturer Relationship



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- ❖ What unique things are manufacturers and reps doing to make their relationships work?
- ❖ What are the most successful people doing?
- ❖ Who is doing it best? Why? How?
- ❖ What will it look like in the next few years? Will what's been successful in the past, be successful in the future?
- ❖ What “above and beyond” steps have you taken to strengthen a relationship with your Reps, or Principals?



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Manufacturer Panelists



Ken Bellerio

President, Schaffner EMC Inc.



Darryl Revenew

Director, Americas Sales, Eaton Electronics



Profile of the Successful Rep-Manufacturer Relationship Representative Panelists



David Fitzgerald

Owner, WESCO Sales Group Inc.



Jeff May

President and Founder,
Logix Sales & Marketing Inc.



Communication

- Be the “authority” of your geographic territory
- Communicate to a granular level routinely
- Connectivity to principal by each representative employee
- Daily, weekly and monthly reporting, conversation, documentation
- Monitor and review sales activity, opportunities and competitive landscape
- Appear and perform as a direct employee
- Communicate the gaps – provided solutions and recommendations
- Use technology to be “best of class” and to differentiate yourself

Profile of the Successful Rep & Manufacturer Relationship

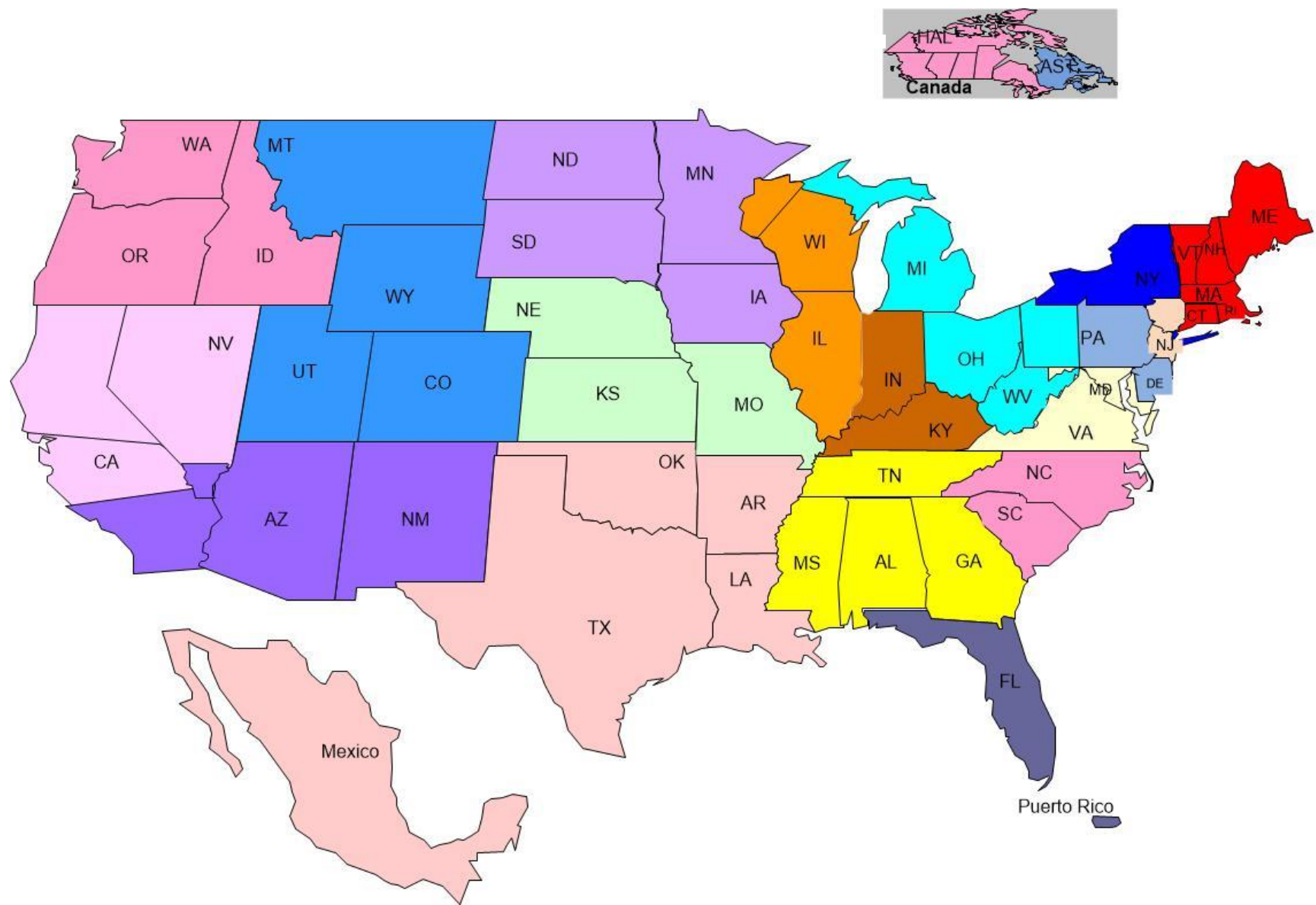


➤ *What is Schaffner doing to promote successful relationships with its rep network?*

- Communicate performance through Rep Ranking on a quarterly basis
 - Metrics include : Sales Targets, Samples, Quotes, NBO's



Previous Map - 19 REP's



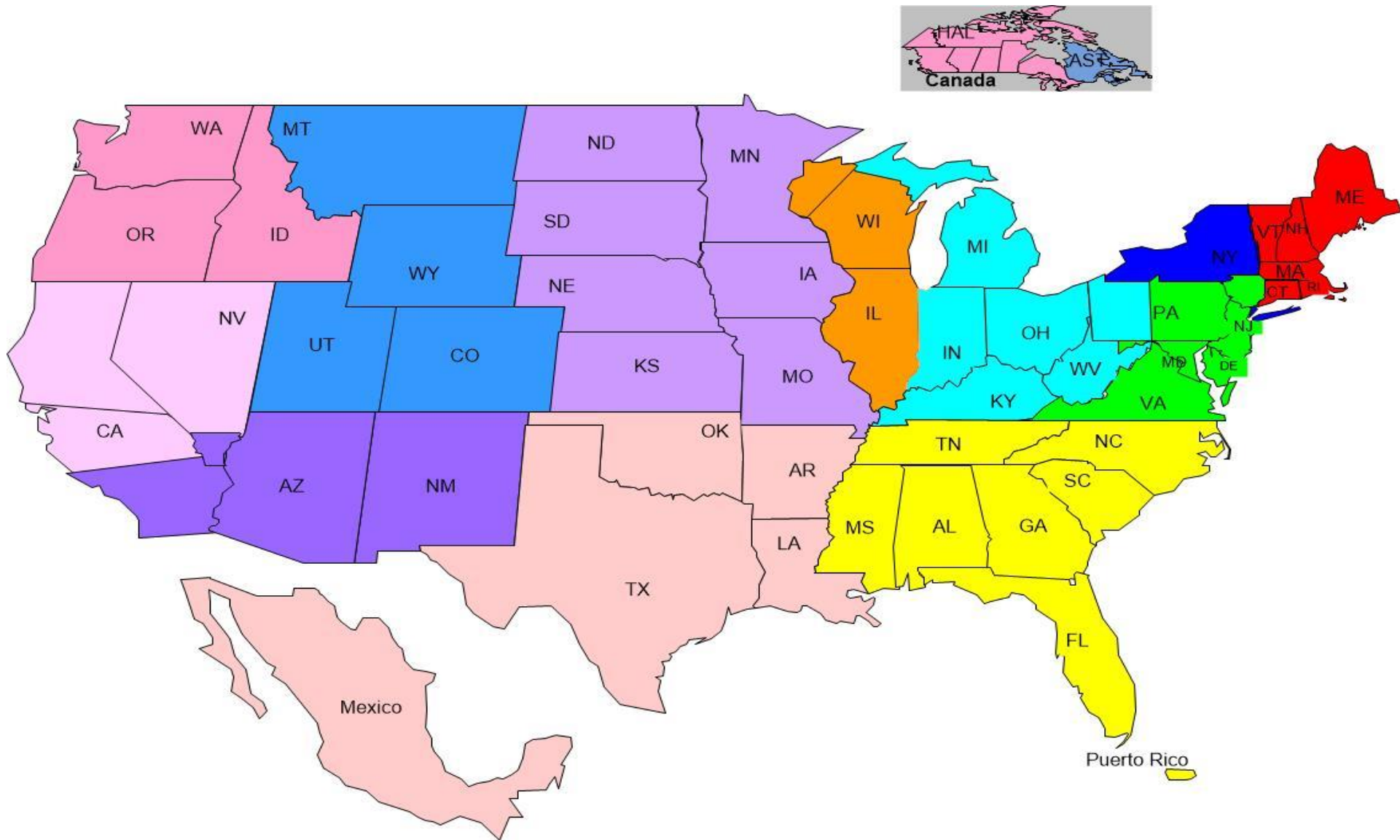
Scorecard (example only)

Rep ScoreCard		 Powering Business Worldwide	
Date _____			
Rep Firm Grade (out of 100):		Regional Rank	
	81	3 of 6	
		Previous : 2 of 6	
		RSM _____	
Company Name _____		President _____	
Headquarters Location _____		Additional locations _____	
Web Site: _____			
		WEIGHT	
Sales	9	0.25	
Funnel / Pipeline	7	0.25	
Design Registration /NPI	7	0.1	
Strategic Accounts	8	0.2	
Distribution Activity	9	0.2	
	SUM	40	1.0
Score (1 to 10) with 10 being the best			
Additional Comments			
Linecard alignment			



Current Map – 13 Rep's

(32% Reduction)



Product Roadmap – Rep input to Principal

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Proto / Demo

Specs

Customer Input

Product Identification

Customer Input

Rep Market Review / TAM

Customer Design Challenges

Principal Core IP

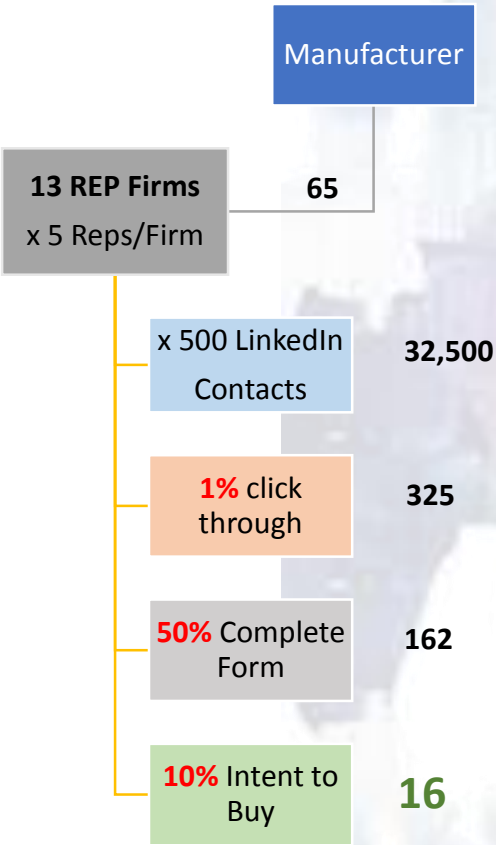
Digital Marketing - Lead Generation

Manufacturer Content



Power of the Combined Network

Graham Kilshaw, Lectrix



Sales Qualified Leads
Local Market Focus – REP



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➤ *What is Schaffner doing to promote successful relationships with its rep network?*

- Promoting a marketing lead generation program to provide opportunities
 - Automated Content Nurture Campaigns
 - Monthly Email Program
 - Interference Technology Media
 - Social Media



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Partnership vs Relationship

Identify the difference by analyzing the definitions –

- Relationship - the way in which two or more concepts, objects, or people are connected, or the state of being connected, contains more of an “emotional” connection. i.e marriage, high school friend.
- Partnership - A partnership is an arrangement where parties, known as business partners, agree to cooperate to advance their mutual interests. More than likely to include contractual obligations. i.e representatives and manufacturers.

Product Roadmap – Rep input to Principal



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The Survey Says...



Please list what you think are the most important characteristics of a superior Rep/Manufacturer relationship:



Communication
Relationship
Trust

Communication
Relationship
Monthly Training



Please describe what you think the successful Rep/Manufacturer relationship will look like in the future:



Customer Communication Information Sharing

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THANK YOU

