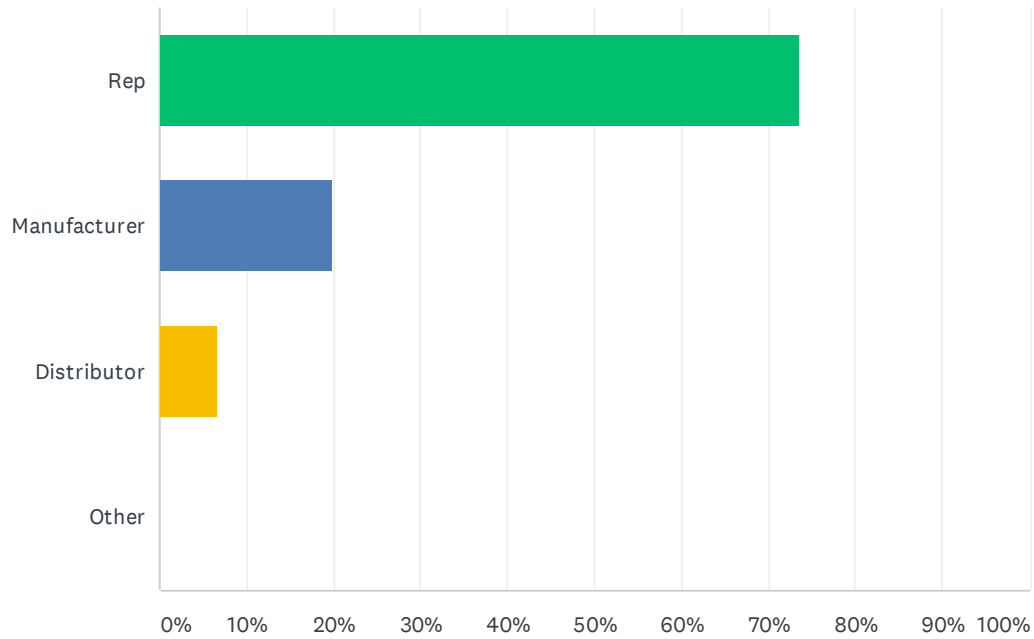


Q1 Please identify your company:

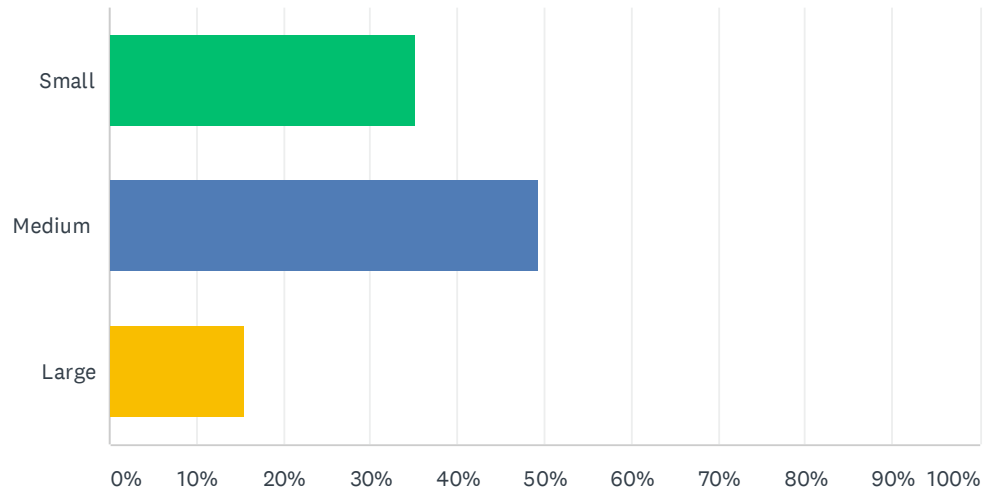
Answered: 91 Skipped: 0



ANSWER CHOICES	RESPONSES	
Rep	73.63%	67
Manufacturer	19.78%	18
Distributor	6.59%	6
Other	0.00%	0
TOTAL		91

Q2 Please indicate the size of your company:

Answered: 91 Skipped: 0



ANSWER CHOICES	RESPONSES	
Small	35.16%	32
Medium	49.45%	45
Large	15.38%	14
TOTAL		91

Q12 Please list what you think are the most important characteristic of a superior Rep/Manufacturer relationship:

Answered: 76 Skipped: 15

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#	RESPONSES	DATE
1	Frequent communications	1/29/2020 6:04 AM
2	Excellent communications and delivering results in the form of increased design wins and ultimately increased sales.	1/28/2020 6:26 PM
3	Establishing trust , which means having thorough product knowledge, embracing new initiatives from mfr, being available and accountable. And maybe most importantly, fostering personal relationships with key people.	1/28/2020 5:49 PM
4	Ability to interact with our CRM, react on new leads and focus on new design	1/28/2020 2:58 PM
5	Trust, communication , and aligned vision	1/28/2020 2:05 PM
6	Communication	1/28/2020 12:57 PM
7	A Regional manager that stays close with the customer but works closely with rep as well. The RSM manages the opportunity once the REP hands it over. The mfg takes accountability. Gives rep more time to sell. If not the RSM, some mfg's have project managers.	1/28/2020 12:42 PM
8	Respect, support and commissions paid on time	1/28/2020 10:53 AM
9	Communication , managing expectations	1/28/2020 10:01 AM
10	Paid fairly and on time. Timely POS data. Solid road-map that is executed well.	1/28/2020 9:26 AM
11	I believe setting clear expectations from the beginning and monitoring from those agreed upon expectations is the base to a solid relationship. There also needs to be a solid trust and over communication from both sides.	1/28/2020 9:09 AM
12	Trust. Loyalty. Communication.	1/28/2020 9:02 AM
13	honest and often communication	1/28/2020 8:52 AM
14	Communication	1/28/2020 8:47 AM
15	collaboration	1/24/2020 8:59 AM
16	Honesty, trust , True partnership	1/23/2020 2:04 PM
17	Communication Personal relationships	1/23/2020 2:01 PM
18	high level of trust, frequent communication , supportive	1/23/2020 1:43 PM
19	Selling from the inside out as well as a technical sales team directly interfacing with the customers.	1/23/2020 7:31 AM
20	Honestly, transparency, reliability, knowledge of customer, knowledge of principals products and services, ethics	1/23/2020 3:47 AM
21	Transparent communication and Trust.	1/22/2020 8:56 AM
22	Communication - sharing of info real time.	1/22/2020 8:41 AM
23	Constant communication . Best relationships are when RSMs contact our salespeople directly on opptys and account strategies. Both sides have buy-in. Rep owner or sales manager is also in constant contact with RSM. Constant meaning at least weekly or every other week.	1/22/2020 8:18 AM
24	Communication daily or at least weekly, support from manufacturer on business opportunities, trust from both sides on existing business and new opportunities, understanding by manufacturers how commission structure works.	1/22/2020 6:49 AM
25	Customer Relationships for ease of access from Rep side, solid technical field sales and expertise from Mfg to help solve customer problems and open new avenues for business for all parties	1/22/2020 6:34 AM
26	Mindshare, communication both ways and paying fairly for the work being done.	1/22/2020 4:47 AM
27	Trust , Reliability, Knowledge of territory customers and products, personal relationships.	1/21/2020 7:01 PM
28	Communication , honesty, mutual respect, common ground and common interests, and sharing of information.	1/21/2020 2:21 PM

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29	communications, transparency, trust and synergistic lines	1/21/2020 1:31 PM
30	The Rep acts as an extension of our current sales force and knows our product and markets as well as we do. In return, we provide them all the right tools for this level of proficiency	1/21/2020 1:00 PM
31	Constant communication, quick action, relationship building	1/21/2020 12:19 PM
32	Honesty, understanding, working together to build the business, respect both ways	1/21/2020 12:09 PM
33	Good communication. Viable lead generation. New product development to provide the rep and edge.	1/21/2020 12:04 PM
34	Partnership, honesty, respect and supportiveness.	1/21/2020 11:40 AM
35	communication, loyalty, fit	1/21/2020 11:16 AM
36	Trust, long term relationships	1/21/2020 11:03 AM
37	The rep grows sales and opportunities without a lot of issues	1/21/2020 10:55 AM
38	Trust, Honesty, Integrity	1/21/2020 10:04 AM
39	Family. When a principal embraces the rep relationship as part of the inner circle, collectively the TEAM can prosper.	1/21/2020 10:04 AM
40	high level of mutual respect	1/21/2020 9:54 AM
41	Number 1 is communication and making sure that the supplier understands what the rep is doing for them.	1/21/2020 9:44 AM
42	Trust, knowledge and dependable	1/21/2020 9:44 AM
43	Good communication. Transparency.	1/21/2020 9:44 AM
44	Communication. Communication, Communication, Trust. Establish expectations. Agreed upon goals, together. Quarterly business Reviews. Rep Council, Product & positioning training. Lead & NBO management	1/21/2020 9:41 AM
45	Teamwork, working closely together toward a common goal. Frequent communication.	1/21/2020 9:32 AM
46	openness, honesty and mutual respect. the Manufacturer needs to treat the rep as an employee and extension of his company.	1/21/2020 9:31 AM
47	Respect, honesty, transparency.	1/21/2020 9:09 AM
48	Customer relationships	1/21/2020 8:54 AM
49	Trust; open communication about expectations and performance	1/21/2020 8:53 AM
50	Frequent communication, clear expectations, patience, trust.	1/21/2020 8:47 AM
51	Communication, Leads. Not too much "report overload". Also customers can get most of their information online, so "Buddy Call" are becoming less vital.	1/21/2020 8:46 AM
52	Communication is number one. Neither the supplier or rep can do it alone.	1/21/2020 8:42 AM
53	communication!	1/21/2020 8:42 AM
54	1. Strong Regional Sales Manager 2. Frequent and transparent communications. 3. Fair expectations	1/21/2020 8:38 AM
55	Mutual trust, bi-directional.	1/21/2020 8:33 AM
56	A good working relationship that drives trust between the two groups.	1/21/2020 8:29 AM
57	Trust, collaboration, confidence, technical alliance	1/21/2020 8:27 AM
58	Follow through, honesty, good distributor relationships, good knowledge of the products they represent and a strong sales force who know how to "hunt".	1/21/2020 8:24 AM
59	ability of mfg to listen and react quickly.	1/21/2020 8:17 AM
60	Trust, Honesty	1/21/2020 8:15 AM

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61	Strong and active working relationship with rep sales team to close new business on a regular basis	1/21/2020 8:11 AM
62	COMMUNICATION : both ways. NPI, NBO, Organizational changes, agreed upon goals and metrics	1/21/2020 8:11 AM
63	Sound analysis and review of monthly POS	1/21/2020 8:09 AM
64	integrity	1/21/2020 8:04 AM
65	Relationships and Trust	1/21/2020 8:02 AM
66	The ability to work closely together and independent of one another while always communicating the needs of the customers to each other.	1/21/2020 8:02 AM
67	Communication NBO reports Business loss reports	1/21/2020 8:01 AM
68	Clear and open communication . Manufacturing resources support (engineering/production/customer service) and reliance on each other to meet a mutual goal.	1/21/2020 8:00 AM
69	Alignment of goals and trust	1/21/2020 7:57 AM
70	respect	1/21/2020 7:57 AM
71	Treat us as their sales team - include us in all facets of the sales process - work with the same sense of urgency on all opportunities as we do.	1/21/2020 7:54 AM
72	Mutual respect and transparency	1/21/2020 7:53 AM
73	Honest and trusting relationship based upon mutual cooperation for continued growth	1/21/2020 7:51 AM
74	communication (not spreadsheets but phone calls), NBO review	1/21/2020 7:51 AM
75	Trust , open unfiltered dialog	1/21/2020 7:45 AM
76	Communication	1/21/2020 7:45 AM

Q13 Please describe steps you have taken to enhance your relationship with your Rep or Manufacturer:

Answered: 75 Skipped: 16

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#	RESPONSES	DATE
1	Setting up periodic calls with RM	1/29/2020 6:04 AM
2	Communication by the whole sales team.	1/28/2020 6:26 PM
3	Visiting HQ, bringing customers to HQ, making the effort for bonding time when mfr visits territory, and executing on meaningful customer visits when mfr is in our territory.	1/28/2020 5:49 PM
4	Elimination of quotas (more top line focused), ability to have access to our CRM	1/28/2020 2:58 PM
5	Communication - determine what is important to the manufacturer and realistically achievable in your territory.	1/28/2020 2:05 PM
6	Being clear	1/28/2020 12:57 PM
7	activity and communication is key. bring the mfg into conversations phone or email. Ask the mfg for help identifying new customers and applications. set up con call with mfg and customer. Or have a nice country club membership and take the Mfg golfing.	1/28/2020 12:42 PM
8	Monthly con calls, monthly opportunity reports, setting budgets and goals, doing what we are asked to do, going the extra mile, scheduling manufacturer account calls	1/28/2020 10:53 AM
9	LOTS of calls	1/28/2020 10:01 AM
10	Provided acquisition targets and road-map input based upon customer feedback.	1/28/2020 9:26 AM
11	Increased communication with the manufacturers. They need to make sure we are working on their behalf and what we are doing for them on an ongoing business.	1/28/2020 9:09 AM
12	better relationships with Exec. Mgmt.. Personal relationships with their team. Better communication.	1/28/2020 9:02 AM
13	increased reporting, increased communication, increased # of opportunities brought to manufacturer	1/28/2020 8:52 AM
14	Monthly travel with reps, training calls, sales discussions	1/28/2020 8:47 AM
15	proactively communication. Next step is sharing lead generation activities.	1/24/2020 8:59 AM
16	Constant Communication, sales growth, display territory knowledge	1/23/2020 2:04 PM
17	Where applicable, visits to our principals' factories and/or headquarters. Personal time with principal personnel.	1/23/2020 2:01 PM
18	work on a principal delight plan for distribution - make sure their visits are product	1/23/2020 1:43 PM
19	Continued education and overview presentations of our capabilities and resources.	1/23/2020 7:31 AM
20	Continuous training.	1/23/2020 3:47 AM
21	Timely responses, professionalism, and honesty.	1/22/2020 8:56 AM
22	Encourage visits in to the territory - this is always beneficial from just about every angle.	1/22/2020 8:41 AM
23	Contact the RSMS more frequently for specific or general follow up. Send monthly oppty reports on time and with self critique.	1/22/2020 8:18 AM
24	Assigning one individual to be the main point of contact and having all others contact them as well. Making sure that we touch each one weekly.	1/22/2020 6:49 AM
25	As a rep, we get to know all levels of Mfg - and not just in sales, but in product management, BU level, marketing, etc.	1/22/2020 6:34 AM
26	Our RSMS regularly travel into the teos territory, we have training calls on new products and we share with them our new product development strategies.	1/22/2020 4:47 AM
27	Dinners, social events, provide them data, aid with their marketing.	1/21/2020 7:01 PM
28	Get to know our RSMS, FAEs, customer service, and upper management at our lines. Communicate with them as best we can.	1/21/2020 2:21 PM
29	dont have any yet	1/21/2020 1:31 PM

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30	Product training, QBRs, sharing of sales leads, sharing of application notes and other marketing information.	1/21/2020 1:00 PM
31	Dinners, traveling together, factory visits	1/21/2020 12:19 PM
32	Continual updates. Sharing new marketing ideas. Prompt follow up. Generating sales.	1/21/2020 12:09 PM
33	Competitive commissions, continuous new product development, unique niche products, regular training	1/21/2020 12:04 PM
34	As truthful and open as I can be expecting the same in return. Regular engagement and sharing of information. Expressing struggles and areas of strength.	1/21/2020 11:40 AM
35	Principal site visits, regular meetings, rep council participation	1/21/2020 11:16 AM
36	Proactively schedule travel in the territory, serving on rep council	1/21/2020 11:03 AM
37	Give them so many tools, if they fail we have issues	1/21/2020 10:55 AM
38	One on one with Sr Management - Get to know the person	1/21/2020 10:04 AM
39	Constant and productive communication. Turning negative issues into a positive return	1/21/2020 10:04 AM
40	continuous communication, marketing, active social media	1/21/2020 9:54 AM
41	Include them in everything we do for the direct sales team. Keep them connected to corporate.	1/21/2020 9:44 AM
42	We stay connected and visit our Principals regularly. We try to limit written reporting as much as possible.	1/21/2020 9:44 AM
43	Assign experience people to manage the relationship, processes and communications.	1/21/2020 9:44 AM
44	See answer to question 12.	1/21/2020 9:41 AM
45	Regular visits to the manufacturer.	1/21/2020 9:32 AM
46	To be open and honest with all of our dealings.	1/21/2020 9:31 AM
47	More sharing of information.	1/21/2020 9:09 AM
48	Sharing of data	1/21/2020 8:54 AM
49	More personal communications; as the world gets faster and more electronic communications are the norm, it's important to continue with the phone and face time, to solidify and re-enforce the relationships	1/21/2020 8:53 AM
50	Factory Visits, Communicate.	1/21/2020 8:46 AM
51	Providing additional data back to the supplier above and beyond what they request.	1/21/2020 8:42 AM
52	plan outside of business hours events	1/21/2020 8:42 AM
53	Frequent verbal and written communications with each manufacturer to advise territory trends and NBO updates.	1/21/2020 8:38 AM
54	More regular and detailed communications.	1/21/2020 8:33 AM
55	Weekly communications. Accurate reporting submitted in a timely basis. Social events such as sporting events or meals. Territory seminars with customers. Visits to our principals headquarters and factories.	1/21/2020 8:29 AM
56	Sales meetings, training, webinars, new product launch kits	1/21/2020 8:27 AM
57	Increased communicated either by email, phone call, face to face and followup on outstanding quotes/registrations. We ensure our manufacturers know they are important to us.	1/21/2020 8:24 AM
58	Building relationships	1/21/2020 8:15 AM
59	Sales Training meetings, Monthly Webinars, sharing Success Stories, developing sales growth strategy together with reps, scheduling joint sales call activity across all Rep territories. Doing our best to knock down barriers when identified.	1/21/2020 8:11 AM
60	Heads Up Call: Each salesperson put a call into RSM, usually on a Friday, to just give them a heads up on what went on that week.	1/21/2020 8:11 AM

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61	Support with data analysis, timing (max 3 days of new month rep will have POS reports)	1/21/2020 8:09 AM
62	talk frequently Show activity	1/21/2020 8:04 AM
63	Communication and Transparency	1/21/2020 8:02 AM
64	We are working as hard as we can and have not seen a need to enhance our relationships. I'm open to suggestions.	1/21/2020 8:02 AM
65	Constant contact Open door policy to talk	1/21/2020 8:01 AM
66	Proactively report activity. Request training and promote targeting programs.	1/21/2020 8:00 AM
67	treat them the same way as our direct sales team	1/21/2020 7:57 AM
68	build more trust	1/21/2020 7:57 AM
69	We are doing more soft marketing with our principals - postings on Linked In etc.	1/21/2020 7:54 AM
70	Spending time with our manufacturers; getting to know them as much as possible;	1/21/2020 7:53 AM
71	Improved activity reports. Rep Council participation. Plant visits.	1/21/2020 7:51 AM
72	provide monthly data on samples, quotes, NBOs	1/21/2020 7:51 AM
73	Constant communication with Principal	1/21/2020 7:49 AM
74	Increase communication	1/21/2020 7:45 AM
75	Call them consistently	1/21/2020 7:45 AM

Q14 Please describe what you think the successful Rep/Manufacturer relationship will look like in the future:

Answered: 67 Skipped: 24

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#	RESPONSES	DATE
1	Excellent relationships with the Principals and customers. Real time data on sales leads, backlog NBO's and Design registrations right from your phone or handheld.	1/28/2020 6:26 PM
2	Having the ability to rapidly react to our first time buys and drive new opportunities at the design level is critical. Having the ability to analyze our data and work proactively with the customer base a the "traditional relationship model" is becoming somewhat dated.	1/28/2020 2:58 PM
3	Hand in hand helping each other	1/28/2020 12:57 PM
4	Most successful company's sales process has evolved. Reps can't do it all like in the past. The distributors have lots of man power. The Mfg's need to get wise to the rise. They need to put people in place after the Rep has identified a potential application or customer. Everyone needs to be involved. Rep needs to be able to hand a complex sell over to a project manager or regional manager inside an organization. If Rep is successful, it will depend on Mfg services and solutions; engineering support, project management, quality control, etc	1/28/2020 12:42 PM
5	Same, always a need for those in sales who know their customers.	1/28/2020 10:53 AM
6	Continued / increased technical support in the field, increasing sales and long term mutual profitability.	1/28/2020 9:26 AM
7	I think there will be more crossed lines with the rep and manufacturer working more closely at the end user. This is where trust and communication will play a deep role. I see Manufacturers communicating directly with end users just as reps and to make sure there is not confusion communication between reps and mfgs will have to increase	1/28/2020 9:09 AM
8	Where the Principal views us as an extension of their sales force.	1/28/2020 9:02 AM
9	success is measured by the value a rrep brings regarding new business and overall territory knowledge and managment. in the future, manufacturers want to do more with less. Reps need to more...with more!	1/28/2020 8:52 AM
10	Reps need to be more proficient with data analysis. Most are very basic Excel users - very basic.	1/28/2020 8:47 AM
11	Collaboration between both the rep and the manufacturer where both organizations benefit from the relationship.	1/24/2020 8:59 AM
12	same as today	1/23/2020 2:04 PM
13	Hopefully the personal aspect of these relationships will not diminish in favor of "spreadsheet management."	1/23/2020 2:01 PM
14	Ability to evolve to virtual meetings and creating them via this method. This strategy needs to developed based on the customer meeting with suppliers.	1/23/2020 7:31 AM
15	More automation, better communications	1/23/2020 3:47 AM
16	Integrated in systems and culture from the top down. High level of respect and loyalty to each other through all of the daily turbulence.	1/22/2020 8:56 AM
17	For some reason the word "RESPECT" comes to mind for this question. I believe if the Mfr. has respect for the Rep model it insures success. If they do not respect the Rep model it will fail.	1/22/2020 8:41 AM
18	Continued trust and open communication. Less general weekly reporting succeeded by thorough, timely CRM updates. Value add, solution providing will be the key for long term success and respect.	1/22/2020 8:18 AM
19	More data sharing and more leads from website hits to follow up on.	1/22/2020 6:49 AM
20	Needs to continue to be a seamless aspect, the rep needs to truly function and have access to people / data just like a direct sales person so we can be a real effective resource for the customer	1/22/2020 6:34 AM
21	More digitally and marketing based. Being able to promote products, manufacturers, and their capabilities digitally.	1/21/2020 7:01 PM
22	I hope it looks like the characteristics I listed above as the superior relationship ideals.	1/21/2020 2:21 PM

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23	Same as answer above to question 12	1/21/2020 1:00 PM
24	I feel that the manufacturer will need to give better access to information and better tools to service the customer in a more timely manner. I find that manufacturers are still hesitant to give book pricing, access to inventory available, etc. to the reps, so they still have to go through their regional which causes delays.	1/21/2020 12:19 PM
25	Information driven both product and market knowledge with rapidly changing technology.	1/21/2020 12:09 PM
26	Similar but the rep's job in staying relevant will be more challenging going forward. We have to have products that engineers want and need to design in and the rep has to have the relationship such that they are a trusted advisor and problem solver for busy customers.	1/21/2020 12:04 PM
27	Brining more value to meetings, quality over quantity.	1/21/2020 11:40 AM
28	Fewer exclusive territories, contracts with Rep Key accounts. Non-traditional realationships i.e. consulting fees for dist training etc.	1/21/2020 11:16 AM
29	needs to be every changing, not stagnant	1/21/2020 11:03 AM
30	Reps will be super reps and experts in the field, they will sell their portfolio of 20+ vendors and offer all of the sales focus	1/21/2020 10:55 AM
31	It will be the same, just more difficult to get face to face time	1/21/2020 10:04 AM
32	More data and analytics will be shared, which will require more training and shared responsibilities.	1/21/2020 10:04 AM
33	Ours will look similar as they are included in all we do. BUT we need to do a better job of tracking business to other regions to make sure we pay them for all the work they do.	1/21/2020 9:44 AM
34	Similar to today. We are becoming more and more valuable and the market changes are faster, and we are consistent.	1/21/2020 9:44 AM
35	Automated sharing of reports with few people.	1/21/2020 9:44 AM
36	Deeper integration (i.e. acting/thinking more as one team). Greater inside sales interaction.	1/21/2020 9:41 AM
37	Systems tied together for passing tasks back and forth on given opportunities. Each being responsive to the other's requests.	1/21/2020 9:32 AM
38	not much different from the past.	1/21/2020 9:31 AM
39	More collaboration and sharing of knowledge/information.	1/21/2020 9:09 AM
40	Not sure	1/21/2020 8:54 AM
41	Strong communication, common goals, use of tools for lead generation.	1/21/2020 8:47 AM
42	Most customer meetings will be done virtually via Skype or Go-To Meetings as required.	1/21/2020 8:46 AM
43	The rep needs to continue to be further integrated into the entire communications chain at the supplier. Even to a systems point of view like CRM's.	1/21/2020 8:42 AM
44	a partnership	1/21/2020 8:42 AM
45	1. Trust 2. Frequent and Transparent Communications 3. Fair Expectations.	1/21/2020 8:38 AM
46	Closer relationship, open sharing of information.	1/21/2020 8:33 AM
47	I think we will see some changes including cost sharing of technical assets between manufacturer and rep, deeper sharing of data.	1/21/2020 8:29 AM
48	Trust, collaboration, confidence, technical alliance	1/21/2020 8:27 AM
49	More transparency between the two entities. As a rep we are an extension of our manufacturer, we are all pursuing the same goal, growing our sales.	1/21/2020 8:24 AM
50	in my opinion the rep model will prevail in the passive electro mechanical world, but may not be as important in the semi world, time will tell. the best models are the OEM who appreciates the rep and makes it an all inclusive relationship for data etc.	1/21/2020 8:17 AM
51	Rep becomes extension of the Manufacturer	1/21/2020 8:15 AM

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52	Was part of the "Rep of the Future" forums in a prior role in the Electrical Industry and this consistently showed that there must be much more value from the Rep and Manufacturer to the customer than was required in the past. So much information is available to engineers today via the web, that the Rep comes in well into the sales process and must bring real value to the customer (engineer) to have a shot at winning at an account. What are the problems the customer is trying to solve and what can you provide that leads to these solutions?? Real, tangible value!! The Rep must learn to communicate this to the right people at the customer and the Mfr must be able to provide the information the Rep can use for this process to be effective.	1/21/2020 8:11 AM
53	Rep firm with more engineers, less "salespeople".	1/21/2020 8:11 AM
54	Better data analysis, more digital tools, shift from "sales" more to technical design consulting to OEM customers in territory	1/21/2020 8:09 AM
55	Scary	1/21/2020 8:04 AM
56	Communication and Transparency	1/21/2020 8:02 AM
57	Reps will continue to do more customer service for the manufactures... but will not be compensated for this added function.	1/21/2020 8:02 AM
58	Constant contact and open door policy to talk and share ideas that work for other Reps	1/21/2020 8:01 AM
59	Not much change other than hopefully more practical data sharing and analysis.	1/21/2020 8:00 AM
60	as data and its analysis will become more and more important for the future business Have the same tools and information available to reps as for direct and be able to pull data adhoc within integrated systems	1/21/2020 7:57 AM
61	Still goes back to being seen as their sales force instead of some 3rd party.	1/21/2020 7:54 AM
62	It will be based upon the same fundamental characteristics; but may take different operating methodologies.	1/21/2020 7:53 AM
63	Focused offensive sales force covering those manufacturers that design, buy and build in the USA or Mexico	1/21/2020 7:51 AM
64	back and forth communication about present and potential customers in the territory	1/21/2020 7:51 AM
65	Open, honest, consistent communication	1/21/2020 7:49 AM
66	Increasing levels of interaction act as one entity	1/21/2020 7:45 AM
67	Same - communication becoming even more important	1/21/2020 7:45 AM