

2020 ERA Conference

RDM Pulse Check Breakout Session - Representatives Sessions Raw Input Summary

As highlighted during the brief wrap up session on Tuesday afternoon, there were several general themes that emerged from the RDM Pulse Check sessions:

- Ensuring that all Partners understand the Value Proposition of the other Partners
- Enhancing communications and teamwork
- Establishing expectations that foster trust
- Ensuring ERA's focus on existing or new activities that add value

Using this framework, we have captured the discussion from the Representatives sessions.

Ensuring that all Partners understand the Value Proposition of the other Partners

- More Branch Management accountability for Lead / Target / Promo collaboration.
- Need more local Distribution support of IP&E / PEMCO.
- Need more technically competent Regional and Factory support personal.
- Some new Manufacturers do not understand the Rep model.
- Continuous reinforcement of Rep model to Manufacturers.
 - How Reps work today
 - Value of the model
 - Building relationships with the Reps

Enhancing communications and teamwork

- Require Buddy Calls for Design Registration sign-off.
- More effective training / asynchronous training
 - YouTube
 - Customer facing
 - Webinar training
- Manufacturers provide big data. Reps add value.
- Need standardized QBR format.
- Need Manufacturers to share roadmaps and collateral material with Reps.
- Opportunity to build solid relationships with Inside Sales.
- Constant communication with Factory by everyone on Rep team.
- Ensure Distribution follow-up after QBR.
- Avoid "out-of-sight-out-of-mind" between partners. Create on-going relationships.
- Challenges dealing with Distribution personnel changes.
- Improved pre-trip planning between Rep / Manufacturer before any visits.

Establishing expectations that foster trust

- Direct linkage between Manufacturer and Distributor often cuts out the Rep. Reps need to be more empowered.
- Issue when Manufacturer visits territory without including Rep. Poor feedback and coordination on communication and action items.
- Need realistic commitments for samples / quotes / action items.
- Treat the Manufacturers as “Customers.”
- Align with Distributor on Top 10 Customer list.
- Manufacturers do not follow their own rules about processes / protocol.
- Manufacturers need to be more mindful of time requirements for activities. (“They want more days than needed.”)
- Sense that Manufacturers are willing to give up margin to Distributors but not to Reps.
- Manufacturers need to treat Reps as their own employees.
- Revenue with new lines – residuals, stipend?
- Size of Rep line card.
- Align Regional Sales and Rep compensation. RSMs to be paid on what their Reps work on.

Ensuring ERA’s focus on existing or new activities that add value

- White Paper on Tracking Split Commissions
 - Separate P&L
 - Commission vs. Retainer
 - Who decides split commission – receiving Rep or design Rep?
- Standardize on CRM data
 - NEDA / ECIA
- Need standardized QBR format.
- Update White Paper on the Rep Value Proposition.
- Guidelines on how to manage Rep aspects of Manufacturers’ mergers and acquisitions.
- Surveys on salaries and operational costs.
- Continue SPARK
- Work with WE for advertising
- Update White Paper on Retainer
- Revenue requirements before ERA could post a line
- Design Registration Process is broken. Time to redefine.
- Inequity in Design Registrations.
- On-boarding guidelines or services for Manufacturers to ensure successful Rep engagement.
- Opportunity for ERA at Electronica – “How to build a rep network in the U.S.A.”
- Investigate charging Manufacturers to get in front of key Customers. Pay to play.
- Help new Manufacturers understand the Rep model.
- Investigate different compensation models for missionary lines.