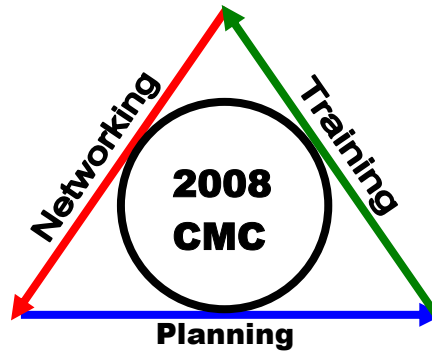


Maximizing the Sales Channel...



The Good, The Bad and The Ugly

2007 CMC Breakout Session
Manufacturers Representatives

“Are Reps Receiving a Return on Their Time Invested?”

A discussion was held of the manufacturers representatives actual time selling verses time spent on non-sales activities. The non-sales activities discussed were reports, quotes, order entry, non-productive training, and meetings.

The solutions offered by the manufacturers representatives were a common report format for all principals, moving traditional inside sales and marketing functions back to the factory, less meetings and more productive product training sessions.

A discussion on commission pertained to four primary points:

- 1) Reduced commission
- 2) Restructured commission
- 3) Commission not paid on time
- 4) Lack of POS commission

The discussion on commission was primarily on increased non-sales activities, with reduced or restructured commission. The manufacturers representatives asked that the manufacturers remember that Reps are Independent Contractors, not employees.

The solution offered by the manufacturers representatives was to appoint a CMA committee comprised of manufacturer members and manufacturer representative members. The committee would be asked to draft a standard CMA principal, representative contract and standard CMA report format. The committee's report will be discussed with the membership at the opening session of the next CMC. The representatives suggest that this meeting be moderated by MRERF as a non-partisan group.

The manufacturers representatives suggested that a MRERF training session for manufacturers be offered at the next CMC. The representatives discussed the unofficial “One on One” meetings with their principals at CMC. The representatives have requested that at future CMC's all One on One meetings be scheduled on Friday and last no more than one hour. The representatives also asked that One on One meetings be scheduled only if necessary.

The manufacturers representatives also asked that all manufacturers register for CMC early. This allows CMA to schedule all training in advance, and by product category. This allows the manufacturers representative companies to schedule their representatives to attend their principals training, insuring that they can attend all of their principals meetings. The representatives also asked CMA to require all manufacturers, except radio manufacturers to have two repetitive sessions.

The manufacturers representatives will continue to promote the CMA Elements of a Good Training Session. The purpose of the Elements of a Good Training Session is to promote the spirit of CMA with quality product and sales training.

The 2008 Group Meetings will be held on Friday, November 14th from noon until 2:00 pm.