

CMA 2008 Manufactures Breakout Meeting Notes

13 people present.

DISCUSSIONS:

-POS commission. Ideal situation is for the manufacturer to pay the same % rep commission for direct and distribution sales.

-Favorable comments from those that attended the Manufacturer Training session. Good information on setting up and running a representative and distribution channel.

-Evolving market channels of representatives and distributors with sales people.

- Motivational issues are more than a paycheck, but include recognition and inclusion in the process.

-Overall good response with Jacksonville location with some negative issues including older rooms with some reports of mold along with poor food/service in the hotel restaurant.

-Importance of wireless telecom in general, public safety communications and optimism of minimal impact on our business in light of the current widespread economic downturn.

-Expressed concerns of the future of dealers.

RECOMMENDATIONS:

-Include meeting room map with CMC hand out guide

-Add a session to CMC for sharing marketing ideas among peer companies. Possible open panel discussion headed by a marketing authority. Review what works or does not work. Example is tools for tracking sales.