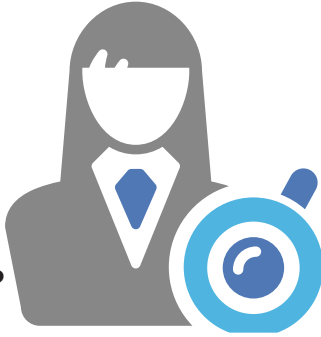


## Where Do You Begin Your Search For a Sales Agency That Will Contribute To Your Success?



The Education Market Association has a listing of Independent Manufacturers Representative Groups and the territories they cover. Use this list to open dialogue with each organization; then ask your customers for their input. As educational marketing specialists, we are at your service. Meeting with Independent Manufacturers Representatives can be the most efficient, productive and profitable time you invest in your business. Search for an Independent Manufacturers Representative on our website. Go to [www.edmarket.org/resources/findaimr.cfm](http://www.edmarket.org/resources/findaimr.cfm).



**Julie Ryno,**  
National Sales  
& Marketing  
Manager  
Diversified  
Woodcrafts Inc.

“Independent Rep groups have relationships with the local dealers that just aren't possible for a manufacturer to manage remotely. These relationships help us to deliver the superior service that our customers desire and provide us with market intelligence from a local perspective. They are an indispensable partner for our company.”



## Independent Manufacturers Representatives

### ADVANTAGES TO USING A SALES AGENCY



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# Independent Manufacturers Representatives

## ADVANTAGES TO USING A SALES AGENCY

**Hiring an Independent Manufacturers Representative Group is a fixed cost of business directly related to your sales success. Here's why you should consider a sales agency to help grow your sales:**

### 1. Predictable Sales Costs

The manufacturer and agent agree in advance on a set commission which remains the same for the life of the agreement, in good times or bad. Knowing up front that your cost of sales is a fixed percentage of the unit price eliminates many planning and pricing headaches.

### 2. Lower Sales Cost & Reduced Administrative Overhead

With an outside salesforce, the constantly escalating costs of managing sales payroll and furnishing various administrative services for sales employees is reduced significantly, even eliminated in some cases!

### 3. Elimination of Training Costs and Turnover in Sales Personnel

Whenever you hire a new sales employees you start paying them immediately, but they don't start paying off for you until much later, if at all. There is no way to recover the sales that they miss during all these transitions. But you can avoid losing them in the first place by using a trained and established salesforce for hire.

### 4. Immediate Access to the Market

With a sales agency, manufacturers have an experienced sales team in the territory imme-

diately. The agency people will be very familiar with the area and have a number of good prospects whom they feel would be ready to consider your product line.

### 5. Motivated and Trained Experts Working for You

Surveys show that today's agent is highly educated and trained, often serving as a sales manager or a senior salesperson before going on his own to establish or work for an agency. Since there is no base salary to rely on, agents can't afford to slack off at any time; they must sell to live, and therefore must make sales time count — for both the principal and the agency.

### 6. Sales Forecasting Equal or Superior to a Direct Sales Force

Sales forecasting is as good or better with an agent since an agent tends to know his market better than anyone. Also, since the agent is only paid a percentage of the sales they generate, those forecasted numbers and sales analysis are very important to them.

### 7. Broader Sales Context for your Product

Because they sell several related but non-competing product lines, the agent is in a position to expose you to a wider variety of prospects and customers. By doing this he often finds applications for your products which would be missed by the single-line salesperson.

### 8. Adds Marketing Flexibility at Less Cost

Sales agents can increase your volume by selling outside your present marketing territory. Agents can

also sell a new line without conflicting with your present sales organization. There are numerous ways that an independent manufacturers' agent can fit into your marketing picture. Many companies use both direct sales management and independent agents and find that the two sales forces are complementary.

### 9. Increased Sales

Many manufacturers switching from direct sales employees to agents have enjoyed increased sales and lowered costs. It has been estimated that the individual agent sells approximately 70 percent more than the average company salesman, due in part to his or her independent status and a greater need to succeed.

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## NEED MORE CONVINCING?

Ask a few of these successful manufacturers that already benefit from the success of using Independent Manufacturer Representative Agencies:

- Correll, Inc.
- Diversified Woodcrafts, Inc.
- Educational Insights, Inc.
- Edupress
- Hale Manufacturing
- Koplow Games
- Learning Wrap-Ups, Inc.
- Miniland Educational Corp
- The Pencil Grip
- SAFCO Products Co.