

MANUFACTURER'S BEST PRACTICES

Working with reps

REGISTER ONLINE @ MRERF.ORG

MAY 22-23, 2012 - \$1,175
(ARRIVE MAY 21)

PRESENTED BY MRERF
@ IUPUI - INDIANAPOLIS, IN

**DON'T MISS THIS
OPPORTUNITY**



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Bringing manufacturers together

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QR CODE



WHO ATTENDS?

CEO - How do reps enhance your bottom line?

CFO - Why are you writing commission checks?

RSM - What is your biggest challenge?

Sales support at factory - How to support the rep network?

THROUGH LECTURES AND INTERACTIVE DIALOGUE, YOU WILL GAIN A BETTER UNDERSTANDING OF:

What the rep function is • How rep firms operate • How to select, train and manage reps
Finding synergistic partners • Interviewing • Hiring • Creating fair contracts • Evaluating
Managing and motivating your rep network • Understanding the culture of each rep firm
Communicating with your reps • Eliminating barriers to sales
Doing business ethically with reps • Becoming the emotional favorite
Improving internal processes and understanding to get the best results from reps

BY THE END OF THE MANUFACTURER'S PROGRAM, YOU WILL BE BETTER ABLE TO:

Develop realistic and appropriate expectations
Manage and communicate more effectively with your reps
Create custom policies from our bare-bones resources to best fit your organization

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**TWO DAYS
DOZENS OF IDEAS**

PLEASE PRINT OR TYPE

FIRST NAME MI LAST NAME

COMPANY NAME

COMPANY ADDRESS

CITY STATE ZIP CODE

EMAIL PHONE

INDUSTRY OR ASSOCIATION

PAYMENT INFORMATION

PLEASE CHARGE \$1,175 TO MY AMEX MASTERCARD VISA DISCOVER

CARD NUMBER EXP DATE

NAME AS APPEARS ON CARD (PLEASE PRINT)

BILLING ADDRESS (IF DIFFERENT FROM ABOVE ADDRESS)

CITY STATE ZIP

SIGNATURE OF CARDHOLDER

**YOUR STATEMENT WILL READ CPMR AND CSP HEADQUARTERS*

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