

MANUFACTURER'S BEST PRACTICES

Working with Reps

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JAN. 13-14, 2010 - \$995

PRESENTED BY MRERF

@ WP CAREY SCHOOL OF BUSINESS - ASU, TEMPE, AZ

**DON'T MISS THIS
OPPORTUNITY**



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Bringing Manufacturers Together

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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