

POWER-MOTION TECHNOLOGY
REPRESENTATIVES ASSOCIATION

FOCUS

August 2001
Volume 1, Issue 2

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Please Note:

- Deadline for return of your dues for the 2001-2002 membership year is August 31! Your participation in PTRA brings many rewards—don’t jeopardize your membership.
- Don’t forget to mark your calendars for PTRA’s 30th anniversary conference, April 17-20, 2002 at the Wyndham Palace Resort in Orlando! And look for program details in the next Focus!

DEVELOP A FUTURE VIEW

by Les Anderson, L.J. Anderson & Associates, Inc., Minneapolis, MN, PTRA President

All successful businesses plan for their future growth. Where a “Business Plan” is often perceived as something useful in getting a new business up and running, it is important to update the Business Plan annually and keep it a living and vibrant document. Principles always ask their reps to agree on the coming years sales forecast. Reps need to go beyond this and develop strategies to accomplish total rep firm growth.

We are living in a time of intense industrial revolution. Communication tools available

today allow individuals and companies to communicate at hyper-speed. Business mail is rapidly going the way of the dinosaur as the information is usually history upon receipt. Reps of the future will be incredibly adept at communication techniques so that principles and customers can easily access rep expertise to conclude transactions.

Competitive pressures are now global in scope. OEMs, Industrial Distributors and Users continue to investigate cost re-

Continued page 5



President Les Anderson

What’s This Rep/Principal Committee All About?

by Tom Calvario, CPMR, Rep/Principal Relations Committee Co-Chairman

It wouldn’t be fair to jump right into the Rep/Principal Committees primary focus without first sharing a little history regarding the Executive Committee’s Strategic Operating Plan and agenda.

In 1998, as part of the Strategic Operating Plan, a new mission statement was written along with supporting goals and objectives. By 1999, the strategy was fully defined and introduced to the membership at the

Monterey conference. Part of this process required the formation of Committees for the sole purpose of implementing the Mission Statement and it’s supporting goals and objectives. If you have not read our Mission Statement recently I strongly urge you to do so as it fully defines our association and the intentions of PTRA.

The Rep/Principal Committee’s primary focus is to optimize the relationship between our Allied

members and of course the Rep members. How do we accomplish this? Firstly, we have specific tasks and assignments dictated by the Executive Committee. Additionally the Committee members meet at the annual conference and discuss ways to further enhance our group’s activities.

Our most important task is creation of an annual Conference Survey. First and fore-

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PTRA Legal Counsel: Another Helpful Case Study!

by PTR A Legal Counsel Mitchell Kramer



Call Mitchell Kramer
or Barbara Kramer
with your questions at
(800) 451-7466!

I complained that its principal

his territory who was undercutting the rep on price. The effect was not only loss of commissions but embarrassment in

Some customers were asking

g-

On reviewing the agency co

tract and particularly the appointment provision, there was nothing that gave the agency exclusivity in its territory.

There was not even a requirement that the principal had to send the agency all leads and other communications from the territory.

My advice was resign the line and find a competing line, if possible. There was no case.

Moral: Know what you are being promised before you enter into a contract.

Suggestions:

- Insist on a contract that says you have exclusivity in your territory and that all leads must be sent to you.
- Insist that you get commissions on all sales into your territory.

LINES AVAILABLE!

BEI KIMCO MAGNETICS

804-A Rancheros Drive, San Marcos, CA 92069

Ph (760) 511-2511 Fx (760) 744-0425 jcampbell@beikimco.com

Joe Campbell, Director Marketing & Sales

Territories Open:

New England, FL, NY, NJ, TX, CO, Mountain states, Mississippi Valley states

Product Description:

Linear activators and BLDC motors

Commission:

Sliding scale starting at 10%

Target Markets:

Industrial and office automation, medical, aerospace, oil

MHS CASTER-PRO

1710 Washington St., Kansas City, MO 6418

Ph (800) 444-7746, #222 Fx (816) 221-1543 jboltonmhs@juno.com

John Bolton, VP Sales

Territories Open:

Chicago—Wisconsin

Product Description:

Casters, wheels, material handling, levelers

Target Markets:

MRO & OEM, through distribution

Are You Turning Off Prospective Principals?

by Jack Berman, Berman Publications

What determines whether a principal chooses you to rep his line? Former rep Jack Berman, Berman Publications, did a series of surveys designed to help manufacturers and reps find the “right sell-mate.” In the first, he asked principals and reps how they found each other and what impressions made during a first meeting influenced their final selection.

Based on their most recent rep appointment, manufacturers were asked why they decided to sit down with the reps they met. The top answer was because of a customer recommendation, followed by recommendations made by other reps. (Before these principals started “shopping around” for a new rep, all but one said that they

had officially notified their current rep that they would be terminated.)

When reps were asked how they made initial contact with a prospective principal, nearly three-quarters replied that the principal had contacted them. Only 13% said that a customer suggested they call, while 12% said another rep told them to call.

Principals Want Product Line Synergy

Synergy of product lines is the key trait that principals analyze before they will sit down for a face-to-face meeting with a prospective rep. Manufacturers also said they take the time to analyze the territories covered,

the agency’s size and reputation, as well as the number of lines the agency is handling vs. the number of salespeople. Another area prospective principals take into account is their own volume vs. the volume of the other manufacturers the rep is currently handling.

When reps and principals have their first face-to-face interview, the manufacturer digs for other information including:

- the rep’s ability to present his products;
- rapport with customers;
- their own chemistry with rep people;
- the ability to add customers;
- the capability to cover the assigned territory.

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What’s This Rep/Principal Relations Committee... ?

Continued from page 1

both Allied and PTR A members continue to improve our annual conference. Secondly, the survey offers each and every member an opportunity to voice his or her ideas on an annual volunteers to compile the survey. The Second Vice President which in turn is reviewed at the -year meeting. At this point e- views the data and uses it as a n- ference.

Another annual task involves the gathering of Rep/Principal

Newsletter. Typically these articles come from other Independent Rep Association’s newsletters or prominent affiliated subscriptions. Addition-

legal case studies developed by Mitch Kramer with helpful conclusions. The purpose here was to keep our association abreast e- gal issues common to the entire

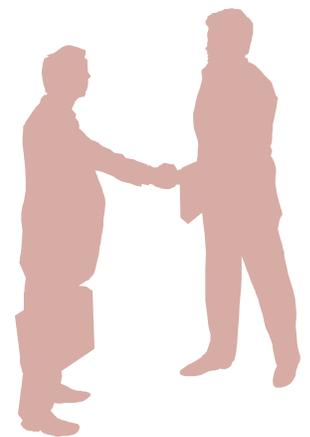
questions like, “What do Allied

Members want and expect our m- mittee has two Allied members

Lashinger. As you know both are very active in PTR A and e- lationship Committee.

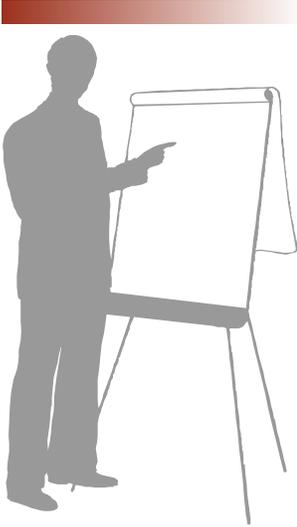
In closing, this is a great opportunity to thank not only our Committee members but to offer a sincere thank you for all who have an active role in our r- ested in joining a Committee

Chairs and get involved!

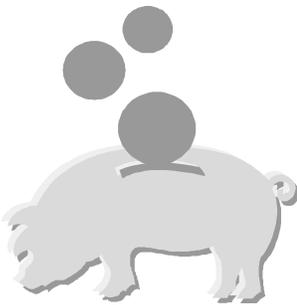


Person-to-person contact, networking—a great benefit of PTR A membership! Participate on a committee, attend the convention—make the most of your investment!

Training Lets You “Walk the Walk”



For detailed information concerning “New Directions in Inside Sales,” contact MRERF headquarters (800) 346-7373.



Every penny counts! Have you contributed to the future of your industry by supporting PTR A’s Lynn Mattis Scholarship? If so, thanks! If not, please consider doing so!

There are a lot of clever sayings that refer to the ability of being able to back up what you say. Certainly, more than one teacher or mother has emphasized the importance of “Teaching by example.” MRERF’s Vice President of Education Larry Robinson, CPMR, has taken all those sayings to heart as he has implemented a MRERF-sponsored training program that has turned his inside people from a reactive to a proactive sales force.

A little history is in order. “A few years ago the Manufacturers Representatives Educational Research Foundation (MRERF) evaluated a number of inside sales training courses for reps to train their inside sales staff in order to make them more effective,” he explains. Part of the emphasis in this evaluation was not only on the customer service side of their job but also to develop these inside people as a selling resource for the rep. The ultimate goal was to have MRERF offer a course to the rep community as an in-house, videotape-based program. One of the concerns of any rep agency is that their inside sales people are so indispensable, it’s difficult to get away for several days for any type of training program. The thinking was that something taught in off hours and self paced for reps would be much more effective.

Of the evaluated programs “New Directions in Inside Sales,” developed in 1995 by Corporate Strategies, Inc. was selected. That company customized it for reps and licensed it to MRERF and IPA. What

has resulted, according to Robinson, is a self-paced videotape learning program for medium-sized sales organizations that is “most effective if it is monitored by a leader or monitor.” It’s one thing to have the program, and quite another to use it—and that’s something Robinson has learned from his own experience.

After suffering through a lack of results that accompanied little effort in promoting the videotape training with his agency, Robinson explains that he finally made a promise to effectively implement the program and that’s exactly what he’s done. “Each Friday I take one hour of the day to cover a module in the program,” he explains. “We started three months ago and have gone through one module a month. My assessment thus far is that the program is good and it works. I know it works because my inside sales people are starting to think more like sales people rather than customer service people. They’re beginning to act less like someone who simply responds to a customer’s call, and more like one who initiates the sales process.” Robinson advises that for the training to be truly effective, “Someone from the rep agency must schedule regular sessions to complete the program. It’s easy to do. It doesn’t need much preparation. Everything you need is right there. The facilitator or mentor doesn’t need to know the subject matter to teach it. What you do need is a VCR and the ability to plan to be able to put sufficient time aside for the asking of questions and discussions.”

As with anything new or different, Robinson is ready to deal with the typical objections to this kind of training. For instance, in response to “I don’t have the time for this,” he says “that reminds me of the statement ‘I’m too busy fighting the war and I don’t have time to meet with the machine gun salesmen.’” And then there’s “You can’t teach me anything. I’ve been doing this job for years.” For that, he offers “There’s always value in looking at what you do in a new light. Stepping back and taking an objective view of how you do your job can only benefit you in the long run.

We’ve got a lot of inside sales people who provide the kernel of leadership for others in the agency when it comes to following through with this program. They teach the younger people and are strong supporters of what we’re trying to get done. One person who is taking the course has been in inside sales for more than 20 years. He’s almost assumed a leadership role for us.”

Among the subject areas covered in the program are:

- Account building and teamwork
- Sales and customer service
- Goal setting and time management
- You and the company

Robinson adds that the biggest value he’s received from the training resides in the “dialog I’ve developed with our inside sales people. They are now a bigger part of our planning and operation and I understand their problems because we focused on them.”

Members' News

Stober Drives, Inc. is celebrating its 10th anniversary in the U.S. this year. The company, headquartered in Germany where it was founded in 1934, came to the U.S. in 1991.

Since then the number of products offered in the U.S. has grown steadily as has the company itself. Today Stober Drives, Inc. is well known for its MGS™ industrial type of gear reducers as well as for its Servofit™ planetary gear heads. Products developed for specific industries, for example the MGS™ food and beverage duty reducers round off the offering which is famous for its quality and its fast lead time.

JMC Industrial Sales Inc. of St. Paul, MN has announced the hiring of a new salesperson. Effective July 1, 2001, **John Girard** joined JMC. John is located in JMC's Milwaukee sales office and will be responsible for sales throughout the

state of Wisconsin. John's experience includes mechanical—automotive repair—and industrial—plant manager in the commercial printing industry.

The Timken Company, a subsidiary of Timken Super Precision (MPB) and manufacturer of ball bearing and related products recently signed **Mooney Industrials Inc.**, San Rafael, CA to help represent Timken Super Precision (MPB) products in northern Mexico, AZ, NM, CA, NV, UT, CO, ID, WY, MT, OR, WA, HI, AK, and British Columbia, Alberta and Saskatchewan, Canada. Mooney Industrials was chosen from a pool of more than 50 rep firms. "Mooney Industrials brings 28 years of industry experience to our sales representations," says Dick Olson, manager of reps at Timken Super Precision. "That experience will help us serve our customers better." **Herb Mooney** re-

ports his firm is very pleased to have won this appointment!

AAI Sales, Littleton, CO is pleased to announce the addition of **Jim Busch** to the sales staff. Jim will be covering northern CO, along with eastern WY. Jim's extensive background in manufacturing and automation provides another key ingredient in the firm's resource base, according to Lowell Thomas.

Allied member **Mechanical Power**, celebrating its 25th year in business, has moved into its own custom-designed building just completed in Wauconda, IL. **Jim Dorn** says this modern facility, more than doubling the company's available space, is expected to provide the room needed for expansion of its bearings, sprockets, chain and castings product lines.

PTRA welcomes any opportunity to assist your promotion of your firm! To have your firm's news included in the next Focus, please use the enclosed Quick Report Form. Send it to PTRA before October 15!

Have you checked your listing on the PTR A Online Locator?

Have you sent in your 2001-2002 dues?

The new version, printed Locator goes to press October 1!

Make sure you get listed...and listed accurately!

Develop a Future View

Continued from page 1

duction strategies to compete in the international arena. The supply chain for products continues to evolve to utilize new cost and time saving strategies. Reps must increase the level of product expertise to continue to offer superior product support to insure their existence. As customers increase produc-

tivity with high technology products, the need will increase for expertise to be close at hand to enable rapid corrective action if something goes wrong in production. Manufacturers who sell thru reps effectively hold their sales cost to a predictable ratio which lends economic reason to market thru

reps. The challenge is for reps to develop strategies to effect superior customer support and communication for their principles products. With a sound Business Plan in place the rep assures his firm will not go the way of the mail.

Are You Turning Off . . . *Continued from page 3*

During these meetings, manufacturers recalled several things reps did that were instant turn-offs. Topping the list was bad-mouthing other reps, followed by showing more interest in the manufacturer's existing business than focusing on what they can add. Manufacturers said that reps who were secretive about their own companies were also poor prospects.

Finally, several manufacturers complained about reps who either whined about their markets or the bad treatment they were getting from other principals.

Personal Chemistry Also Important

What cinched the chances of a manufacturer appointing a rep

for his lines? Feeling a personal chemistry, the responding principals told Berman.

The next top factors included: having the right product fit; the rep's enthusiasm, professionalism and show of interest in the manufacturer's lines; the relationships they have with present and potential customers; the belief they could grow the principal's lines; and the fact that their agencies were the right size, stable, well-organized and had definitive growth plans for the future.

For information, contact: Jack Berman, Berman Publications, (310) 472-4039; fax (310) 472-4839.

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Welcome New Members

Bishop-Wisecarver Corporation
Steve Fulton
Pittsburg, CA

Cascade NorthWest Sales Co.
Peter J. Barry
Vancouver, WA

Fincor Electronics
Robert Spangler
York, PA

Motion Solutions
Hebron, KY
Steve MacDonough

SMI
(Sales Management International)
Edward Conway
Horseheads, NY

Calendar of Upcoming Events

2001

August 12-16
CPMR Course Work
Bloomington, IN

October 4-6
PTDA Annual Convention
Atlanta, GA

October 20-23
FPDA/NFPA Joint Fall Conference
Cleveland, OH

2002

January 6-10
CPMR Course Work
Tempe, AZ

April 17-20
PTR A 30th Anniversary Conference
Orlando, FL

The PTR A FOCUS is a quarterly publication of the

POWER-MOTION TECHNOLOGY REPRESENTATIVES ASSOCIATION

P.O. Box 150229
Arlington, TX 76015
888-REP-PTRA or
817-561-7272
FAX 817-561-7275
info@ptr a.org

WE'RE ON THE WEB!
WWW.PTRA.ORG

2001-2002 BOARD OF DIRECTORS

Les Anderson, President
landerson@ljaa.com

Duncan MacDonald, CPMR, 1st Vice President
dmacdonald@eip-inc.com

Robert Newman, CPMR, 2nd Vice President
bnewman@industri-motion.com

Gregg Smith, CPMR, Treasurer
gcsmith@smithpower.com

Mark Tsatsos, CPMR, Secretary
satch@houseofmotors.com

Stephen DiPietro, CPMR, Immediate Past President
drives@erols.com

Directors

Chris Brisbane, CPMR
dchrisb@brisbaneindustrial.com

Chris Mallon
vebco@mindspring.com

Joel Casaubon, CPMR
joel@canner.com

Robert Lennon, CPMR
bob@tplennoncompany.com

Ron Haynes, CPMR
haynesrj@leeson.com

Bryce Manthorne
powcomp@aol.com

Allan Soldwisch
soldwisch@aol.com

Sandy Tobias
stobias000@aol.com

Jay Bauer
rpo@value.net

Legal Counsel
Mitchell Kramer
krameresq@msn.com