

MANA

Special Report Order Form For Manufacturers' Representatives

When you need in-depth coverage on a variety of topics in the professional field sales arena, turn to MANA's Special Report Series —

Your Source For Information On Buying or Selling an Agency

Three Special Reports — One Great Price

Valuing The Rep Firm

How do I place a value on my firm? MANA addresses this issue from a variety of viewpoints in this nine-chapter report with inputs from accountants, attorneys, financial consultants and industry experts. Includes case studies of actual rep firm sales. This report is an excellent companion to either of the following reports.

The Valuation And Sale Of An Entire Manufacturers' Sales Agency
by Mel Daskal and Morris Spector

This timely report contains the latest information available from the rep profession's leading experts on the valuation and sale of an agency. It addresses valuing the rep firm from the standpoint of both buyers and sellers, selling to the family, divorce and the Internal Revenue Service. It also addresses advance planning, mergers, acquisitions, joint ventures, competing lines, payment options and more. This report is an excellent companion to MANA's *Valuing the Rep Firm*.

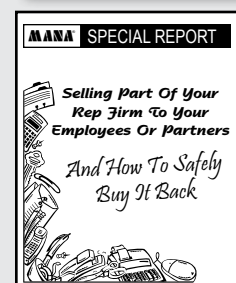
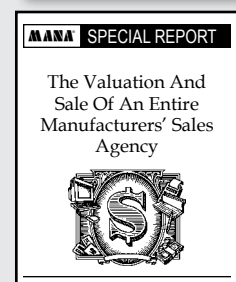
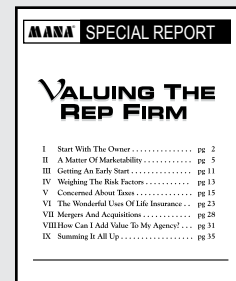
Selling Part Of Your Rep Firm To Your Employees Or Partners
by Mel Daskal and Morris Spector

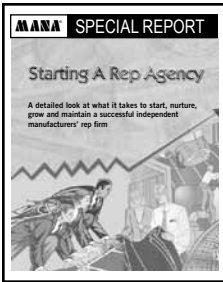
This report addresses the issues unique to selling your rep firm to your employees or partners. It is a companion report to *The Valuation and Sale of an Entire Manufacturers' Sales Agency* and *Valuing the Rep Firm*.

Yes! Send the Special Reports I've checked above:

- \$ 70.00 Any one report
- \$ 90.00 Any two reports
- \$ 110.00 All three reports (same price for everyone)

Please complete order form on back.





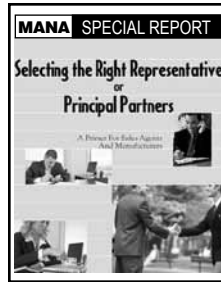
Starting A Rep Agency

MANA members — Free Online
Non-members — Free Online

Available in PDF format at:
MANAonline.org

MANA gets a lot of calls from people asking about starting their own manufacturers' agency. This 24-page special report gives a detailed look at

what it takes to start, nurture, grow and maintain a successful independent manufacturers' rep firm.

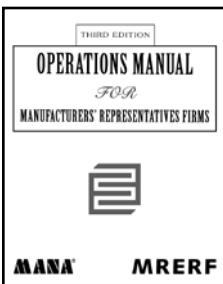


Selecting The Right Representative Or Principal Partner

MANA members — Free Online
\$ 35.00 Sister association members
\$ 45.00 Non-members*

This booklet provides a number of tools that help both manufacturers' agents and principals do a better job of selecting business partners. It includes

a checklist for agents on what to ask when meeting with a prospective principal and guidelines for the principal to follow during the rep interview.



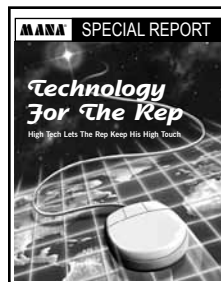
Operations Manual For Manufacturers' Representatives

Third Edition — 2006**

\$ 68.95 (includes shipping, same price for everyone)

Establishing, growing and maintaining successful operations for a professionally outsourced sales and marketing business

are challenges in a rapidly changing global business community. This manual provides a number of strategies that have proven effective in the day-to-day operations of those firms.



Technology For The Rep

MANA members — Free Online
\$ 20.00 Sister association members
\$ 30.00 Non-members*

This 27-page report is a compendium of seven *Agency Sales* articles that are intended to help a manufacturers' representative to understand and take full advantage of today's wireless and Internet technologies.



Reps' Coping Strategies For The 21st Century

Available only in PDF format, which can be e-mailed:

MANA members — Free Online
\$ 20.00 Sister association members
\$ 30.00 Non-members*

The business world has become incredibly complex. Factor in

globalization, heightened customer expectations and technology that changes daily, and suddenly the old cliché "it's a jungle out there" really does apply. Before you cancel your safari, however, let MANA offer you a vine. This eight-chapter special report offers real advice on consultative selling, principal relations, globalization and much more from actual reps who are surviving and thriving right now.



Open Doors By Building An Effective Rep Council

MANA members — Free Online
\$ 20.00 Sister association members
\$ 30.00 Non-members*

Actual MANA member reps and principals provide real-world advice on how to get the most out of a rep council in this comprehensive, 20-page report.

Learn from the pros about how to set up a council (meeting frequency, expenses, agenda, responsibilities, etc.), what's good and bad about rep councils, and how rep councils affect the manufacturer-rep relationship.

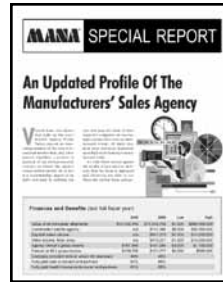


A Manufacturers' Sales Agent's Guide To The Use Of Independent Contractors

MANA members — Free Online
\$ 20.00 Sister association members
\$ 30.00 Non-members*

The IRS continues to challenge the classification, independent contractor. This 27-page special report, by Washington-based attorney John

Satagaj, shows agents how to keep a clean house in their recordkeeping and work habits and helps them decide whether to be, or engage, an independent contractor.



Profile Of The Manufacturers' Sales Agency

Available only in PDF format, which can be e-mailed:
MANA members — Free Online
\$ 20.00 Sister association members
\$ 30.00 Non-members*

MANA is widely recognized as the definitive source for demographics of the manufacturers' sales agency industry. This survey takes a look at today's manufacturers' agents and their business operations.

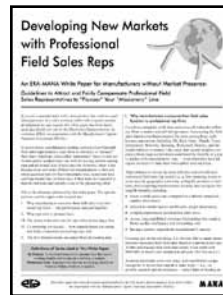


Reps And The Law

Available only in PDF format, which can be e-mailed:
MANA members — Free Online
\$ 20.00 Sister association members
\$ 30.00 Non-members*

The need for reps to be aware of the legal ramifications affecting their industry is increasingly important today.

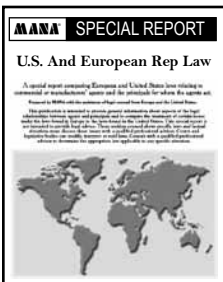
This 79-page special report contains a series of articles that outline many of the common areas where reps have legal concerns. Accompanying the report is a valuable list of MANA-recommended attorneys who have exhibited expertise in the areas of business and rep law.



Developing New Markets With Professional Field Sales Reps

Free Online in the MANA member area

An ERA-MANA white paper for manufacturers without market presence. Guidelines to attract and fairly compensate sales representatives. If you are a manufacturer with a new product line, with no established presence in a sales territory and/or who requires market development, this white paper has been developed specifically for you.



U.S. And European Rep Law

MANA members — Free Online
\$ 25.00 Sister association members
\$ 39.00 Non-members*

This 12-page booklet compares European and United States laws relating to commercial or manufacturers' agents and the manufacturers or other entities for whom the agents act. It was

prepared by Gerald Salmen for the U.S. and Günther Vieböck for Europe, both top-flight attorneys who specialize in laws governing this type of relationship.

Order the 8 Special Reports shown on these two pages for the special price of:

MANA members — Free Online
\$ 134.00 Sister association members
\$ 149.00 Non-members*

** Operations Manual not included in this special price



Please send me the Special Reports I've checked below.

Order form may be submitted by fax or by mail. For immediate processing, fax to: (949) 855-2973

Three Special Reports — One Great Price

Valuing The Rep Firm**

The Valuation And Sale Of An Entire Manufacturers' Sales Agency**
by Mel Daskal and Morris Spector

Selling Part Of Your Rep Firm To Your Employees Or Partners**
by Mel Daskal and Morris Spector

\$ 70.00 Any one report
 \$ 90.00 Any two reports
 \$ 110.00 All three reports (same price for everyone)

Special package offer of the 8 Special Reports shown inside this order form

MANA members — Free Online
 \$134.00 Sister association members
 \$149.00 Non-members*

To order individual Special Reports, check your price below:

Starting A Rep Agency
MANA members — Free Online
Non-member — Free Online

Operations Manual For Manufacturers' Representatives**
Third Edition — 2006
 \$68.95 (includes shipping, same price for everyone)

Reps' Coping Strategies For The 21st Century
PDF format only, which can be e-mailed:
MANA members — Free Online
 \$20.00 Sister association members
 \$30.00 Non-members*

Selecting The Right Representative Or Principal Partner
MANA members — Free Online
 \$35.00 Sister association members
 \$45.00 Non-members*

Technology For The Rep
MANA members — Free Online
 \$20.00 Sister association members
 \$30.00 Non-members*

Open Doors By Building An Effective Rep Council
MANA members — Free Online
 \$20.00 Sister association members
 \$30.00 Non-members*

A Manufacturers' Sales Agent's Guide To The Use Of Independent Contractors
MANA members — Free Online
 \$20.00 Sister association members
 \$30.00 Non-members*

Reps And The Law
PDF format only, which can be e-mailed:
MANA members — Free Online
 \$20.00 Sister association members
 \$30.00 Non-members*

U.S. And European Rep Law
MANA members — Free Online
 \$25.00 Sister association members
 \$39.00 Non-members*

Profile Of The Manufacturers' Sales Agency
PDF format only, which can be e-mailed:
MANA members — Free Online
 \$20.00 Sister association members
 \$30.00 Non-members*

Developing New Markets With Professional Field Sales Reps
Free Online in the MANA member area

* Non-members include Agency Sales subscribers
** Not included in this special price

Company Name _____ E-mail _____

Your Name _____ Phone _____

Address _____
City State/Prov. Zip + 4/Postal Code

Our firm is a Manufacturer Manufacturers' Agency Other (please describe) _____

MANA member # _____ (Number appears above your name on Agency Sales magazine label)

Sister association member _____ (Association name)

Non-member, includes Agency Sales magazine subscribers
Check # _____ in the amount of \$ _____ enclosed.

California residents/business locations: please add 7.75% sales tax to your order. Checks must be payable to MANA in U.S. dollars drawn on a U.S. bank or international money order for U.S. dollars. There will be a \$25.00 charge on all checks returned from bank.

FOR FASTER SERVICE, CREDIT CARD ORDERS FAX (949) 855-2973 or CALL TOLL-FREE (877) 626-2776

VISA MasterCard American Express Amount of purchase \$ _____ Security Code (3 or 4 digits) _____

Credit Card # --- Exp. -

Authorized Signature (required if using credit card as method of payment) _____

Send this order form to: **MANA, 16-A Journey, Suite 200, Aliso Viejo, CA 92656-5376**
Phone: (949) 859-4040 • Fax: (949) 855-2973 • E-mail: MANA@MANAonline.org • www.MANAonline.org