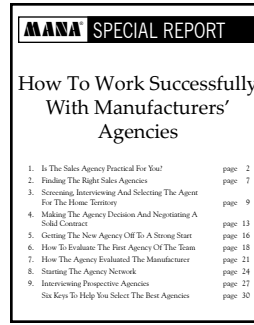


Outsourcing Field Sales

\$ 2.50 MANA members
 \$ 3.50 Sister association members
 \$ 5.00 Non-members*

The benefits received from the rep system of outsourced selling is presented in this special supplement that was published in Fortune Magazine's Industrial Manufacturing and Technology edition in November

of 1999. This is an excellent publication to educate companies interested in outsourcing field sales and to educate customers attempting to by-pass reps and deal with manufacturers.



How To Work Successfully With Manufacturers' Agencies

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A nine-part series which explores a manufacturer's analysis of whether to use agencies, how to find agencies, how to negotiate a contract with agencies and how to communicate with agencies.



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

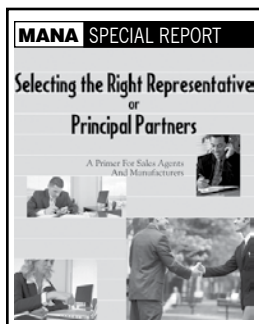
line, with no established presence in a sales territory and/or who requires market development, this white paper has been developed specifically for you.



Open Doors By Building An Effective Rep Council

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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.



Selecting The Right Representative Or Principal Partner

MANA members — Free Online
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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.

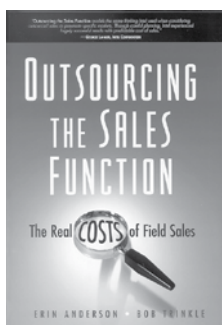


U.S. And European Rep Law

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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.



Outsourcing The Sales Function: The Real Costs Of Field Sales

by Erin Anderson & Bob Trinkle

\$ 44.95(same price for everyone)

This book provides a complete model for evaluating your field sales function, whether it is direct or outsourced. With actual case studies, there are tips about when to use manufacturers' representatives, and how to maximize their sales performance to optimize your company's sales performance and cost control. A CD is also included to help any sales organization determine their true cost of fielding a sales force compared to an employee-based one.



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