

# Who We Are What We Do Value We Add

A Professional Trade Association of  
Manufacturers' Representatives and  
Manufacturers Who Work Together  
to Create Long-Term and  
Mutually Profitable Relationships.

## MANA ACTIVITIES

- **Networking:** Help representatives and manufacturers connect with each other.
- **Education:** Seminars and training to help both sides of the relationship learn how to partner effectively.
- **Communication:** Provide a forum where reps and manufacturers can openly discuss their ideas and concerns.
- **Publications:** *Agency Sales* magazine is packed with articles and practical information for reps and principals.
- **Counseling:** Legal and business counseling resources which help guide and direct our members.
- **Advocacy:** Promote the representative system of selling.
- **Advance** the profession through leadership.



6321 W. Dempster Street · Suite 110  
Morton Grove, IL 60053  
(949) 859-4040 · (877) 626-2776 U.S. Toll Free

[www.MANAonline.org](http://www.MANAonline.org)



## WHO WE ARE

Manufacturers' representatives are **independent salespeople selling for multiple companies**. Reps are the cost-effective outsourced alternative to hiring a factory-paid sales force, so you save money.

Manufacturers and service providers face a choice when setting up a sales force.

We are problem solvers: manufacturers' representatives work hard to earn reputations as trusted problem solvers.

We are **professionals**.

## WHAT WE DO

We represent **multiple** and **complementary** products and services.

We represent complementary, non-competitive companies.

By representing multiple companies, we offer **multiple problem solutions**.

As MANA members, we abide by a **code of ethics**.

We operate as **businesses in sales**, not as salespeople in business.

## VALUE WE ADD

Manufacturers' representatives act as customer advocates with the companies they represent.

Selling through independent manufacturers' reps is more cost effective for the manufacturer or service provider.

We offer the customer multiple solutions to their problems. The customer spends far less time working with a manufacturers' rep than with multiple direct salespeople.

Intrinsically, manufacturers' reps create long-lasting relationships. Direct salespeople are always on the move as they are promoted to bigger territories or new responsibilities.

People buy from people they know and trust. Manufacturers' reps work hard to earn reputations as trusted problem solvers.



SUCCESSFULLY CONNECTING REPS  
AND MANUFACTURERS SINCE 1947

