1. **SELECT THE RIGHT PRINCIPALS**

Selecting the right principals is critical. Agents work hard to develop reputations with customers as trusted problem solvers. Represent a principal who turns you into a problem creator for customers destroys your hard earned reputation. Represent a principal who lacks a rep-friendly culture and the rep spends more time dealing with principal issue than they spend with customers.

Professional manufacturers’ agents represent quality principals with whom they work as trusted partners in profits.

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| **RESOURCE** | **TYPE** |
| Selecting Your Sales Channel Partners (10 Minutes) | Webinar |
| Selecting Your Sales Channel Partners (10 Minutes) | Podcast |
| Selecting the Right Representative or Principal  | Special Report |
| Selecting the Right Principal  | Teleforum |
| Principal Evaluation Work Sheet  | Word Doc |
| Principal Evaluation Work Sheet | Excel Doc |
| How Reps and Manufacturers Find Each Other June 2013 | *Agency Sales* |
| The Rep-Manufacturer Rules of Attraction June 2013 | *Agency Sales* |
| Revamping the Selection Process June 2013 | *Agency Sales* |