1. **WORK WITH PRINCIPALS AS TRUSTED PARTNERS IN PROFITS**

Manufacturers’ agents who work with principals as trusted Partners in Profits succeed at a higher rate that those who do not.

A high-level trust relationship between agents and principals fosters open and valuable communications between both parties. Professional agents accurately represent their principals and fulfill their obligations to make best efforts to solicit orders for their principals.

When agents and manufacturers create mutual action plans on how to maximize sales in the territory, the results far exceed those when the rep works alone in the territory.

When factory personnel visit the territory, professional manufacturers’ agents plan for the visit to maximize the benefit of having the partner there.

Professional manufacturers’ agents work with principals as Partners in Profits.

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| Analyzing The Manufacturers’ agent Principal Relationship | Special Report |
| Open Doors by Building an Effective Rep Council | Special Report |
| Sales Reps/Manufacturers: Adversarial or Cooperative | E-Book |
| How to Establish and Benefit from Rep Councils | Teleforum |
| Mutual Action Planning | *Agency Sales* |
| Strategic Approach to Enhancing the Relationship | *Agency Sales* |
| How to Run Impactful Sales Meetings with Manufacturers’ Agents | Teleforum |
| How to PLAN and EXECUTE Effective Sales Meetings | *Agency Sales* |
| The Ideal RSM and How RSM/Reps Can Work Well Together | Teleforum |
| Drawing the Line Between Communication and Call Reports | *Agency Sales* |
| Maximizing Communication | Rep Communication Guides Principals | *Agency Sales* |
| An Introduction to Bankruptcy | Special Report |