

“OUTSOURCING THE SALES FUNCTION: The Real Costs of Field Sales”

This new book is an important tool in communicating the true value of the manufacturers representative and the value which they provide. Bob Trinkle, the co-author of this book, has provided some outstanding ideas that you and your company should consider.

Representatives are giving or sending the book to:

1. Senior managers of larger principals who make the strategic decisions and with whom the representatives have little contact;
2. Their own employees who have regular contact with principal's sales management staff (so their personnel can better answer questions and comments about the value of representatives);
3. distributors (because they are often major players in a manufacturer's decision making about a representative vs. factory direct sales method);
4. major customers (who often refer to representatives as “middlemen” or “channel intermediaries”) and urging them to use the Cost Calculator to see how representatives finance the cost of sales and keep costs in line with performance;
5. prospective principals who now sell via factory-direct personnel (because the book is an ideal “ice-breaker” for discussions about why such companies should be selling via representatives);
6. the business school chairmen at their alma maters (in order to “educate the educators”, especially the marketing professors;

Manufacturing Sales Executives have reported that they are giving or sending the book to their upper management executives in order to reinforce the decision to use representatives and/or to counteract some notions that going direct would save money.