



## **Outsourced Field Sales**

**Re-Presenting the Value We Bring  
To Principals and Customers**

## **Portfolio Overview**



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## **The customer may not always be right. But he's always the customer.**

And he's always subject to infection with a case of Dealdirectitis – that insidious disease that causes

- Directors of Material Procurement and Chief Financial Officers to salivate at the thought of how much money they can save by cutting out the rep
- Manufacturers' representatives to panic as they wax indignant at their God-given rights being violated
- Principals to crumble, as they forget why they made that intelligent decision to outsource field sales in the first place.

It's happening now. It's happened before. And it will happen again. But we at your Association, with the help of the Manufacturers' Representatives Educational Research Foundation, have been learning how to respond – and especially how to help you and your principals respond. We have been gearing ourselves up to move beyond crisis control, and into preventative medicine.

This portfolio is your opportunity to create a new understanding – on the part of your principals, your customers, and your own people -- of the value we bring, and of all the value inherent in the strategic decision to outsource field sales.

This is the juncture at which your Association demonstrates its reason for being. Serving our members with educational programs and group insurance and Locator listings - these are just the frosting on the cake.

- **We are here to protect the *function* – to assure the future of outsourced multiple-line field sales.**
- **We are here to protect the business of every professional field sales organization, whether or not they pay dues to the association.**
- **We are here to protect the business of every manufacturer who has determined that the most effective and economic way to bring goods to market is by outsourcing the field sales function.**

And that's why we have put this portfolio in your hands. It is meant not only for use by manufacturers' representatives, but equally for use by our principals. It is meant to affirm the very positive benefits inherent in who we are, and what we do, and why it is important and valuable to the King of the Marketplace, the customer.



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## Here's what you'll find in this portfolio:

1. A document that outlines the signals and symptoms that herald the onset of “Dealdirectitis” at a “power buyer” company, and a “What to Do When The Rumbles Start” checklist when you first detect the danger.
2. A new positioning approach for manufacturers’ representatives, that helps them (you!) define an identity as the guy – or gal – from Jones Widget Company rather than from ABC Sales (See Thoughts on Using Your Principals’ Business Cards.)
3. A “white paper” for principals, that refreshes their memories on why they sell through reps, and helps them articulate the key reasons to their major customers.
4. A “white paper” for customers that helps them understand why your company – that is the principal – has chosen *you* to service the account, and why that choice benefits the buyer and the seller. (Note that this involves forgetting any focus on the benefit to you. Submerging your ego will let you cry all the way to the bank!)
5. Power Point presentations that communicate “the rep story” to your principals and customers, along with guidelines for customizing them to the specific occasion.
6. Text of the MRERF Fortune Magazine supplement, Outsourcing Field Sales, dramatically presenting the rep function to the captains of industry, both buyers and sellers, in a way that we’ve never been presented before.
7. Perhaps the most important document in the portfolio – a Call Report. When there is an outbreak of “Dealdirectitis”, the most successful defense will be a coordinated defense. It’s urgent that you let Association Headquarters know what’s happening: who said what, how authoritative is it, what do you think we should do next.

We have all heard – in fact, we have all used – the old cliché, there are no problems, only opportunities. The Dealdirectitis problem is an opportunity to bring the rep function to a new level of visibility, understanding, and appreciation in the three worlds where it really matters –

**The world of our principals**

**The world of our customers**

**The world of our colleagues – the professionals in field sales!**

**Let's do it now – together!**

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