

Why certify?

by David Dasson, CPMR, CSP

I recently had a conversation with a fellow rep, which started out with “We used to ...” There also were some “Back when I started ...,” and “That is how we did it ...” It made me realize that this industry today is vastly different than it was even when I started in it. The marketplace and landscape of our customers also are vastly different than they used to be. The “that is how we did it” mentality and mode of operation just does not cut it in today’s world.

You can hardly attend a conference or have lunch with a fellow channel partner these days without the conversation turning toward a discussion of what it is going to be like over the next five years.

So what do we do? One of the answers is knowledge!

Continuing education is so critical in today’s business environment, and that is why you certify. Like any professional designation, it means that you have invested in yourself and your business. It means that you have taken time out of your busy schedule to better yourself and remain current on today’s business trends and tactics. Third-party certification increases your professionalism and your credibility.

Our business model, the independent professional sales function (rep), has a certification program. This program is an intensive three-year course that will educate you on the current business strategies and tactics that are vital to your organization. Strategic planning, succession planning, line profitability and legal strategies are just a few of the topics that are covered over the three years.

The Manufacturers’ Representative Educational Research Foundation (MRERF) and the Institute for Professional Advancement (IPA) are the organizations that create, implement and manage the CPMR (Certified Professional Manufacturers Representative) designation course as well as several others. They are non-for-profit institutions and are backed by more than 17 different and diverse associations. ERA is one of the founding association members that continually has supported MRERF and IPA. Being certified separates you from the other agencies in your area. Furthermore, manufacturers increasingly are looking to hire firms with CPMRs. It demonstrates that you have invested in your firm and the continued operation of it. Find a CPMR, buy him/her a coffee and ask about the certification experience, or contact me directly.

There is a wealth of information at our website — www.mrerf.org.

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R. C. Merchant & Co., Inc.

Established 1924

**IMMEDIATE
PRESS
RELEASE**

August 17, 2016

J. Brook Merchant, President of the R. C. Merchant & Co., Inc. announces the newest addition to our staff. Mallerie Merchant is fourth generation in the company, joining her father, Brook Merchant. R. C. Merchant & Co., Inc. was originally founded in 1924 by Mallerie’s great grandfather Roscoe C. Merchant.

Mallerie’s primary responsibilities will include sales, sales management and balance sheet responsibilities for both the Electrical and Electronic Groups. Her planned start date is October 17, 2016.

Mallerie is a DePaul University Graduate, where she earned a BS degree in Business, majoring in Entrepreneurial Management, minoring in Marketing.

Mallerie has been working as a Field Account Manager at TTI in Chicago. She has built strong relationships with TTI’s top business partners by developing growth plans for accounts and working with customers’ purchasing and engineering staff on projects and designs for future business. She ranks in the top 25% of Field Account Reps for year over year growth.



Please join us in welcoming Mallerie to our company. We look forward to the knowledge and dedication she will bring to our principals, distributors and OEM customers.

For More Information Contact:

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