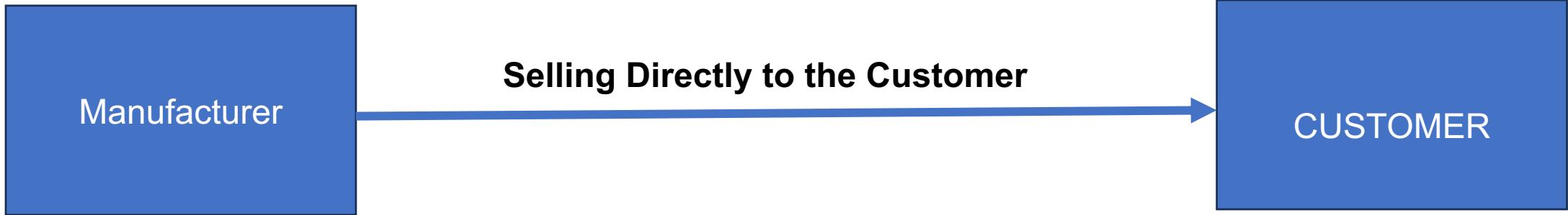


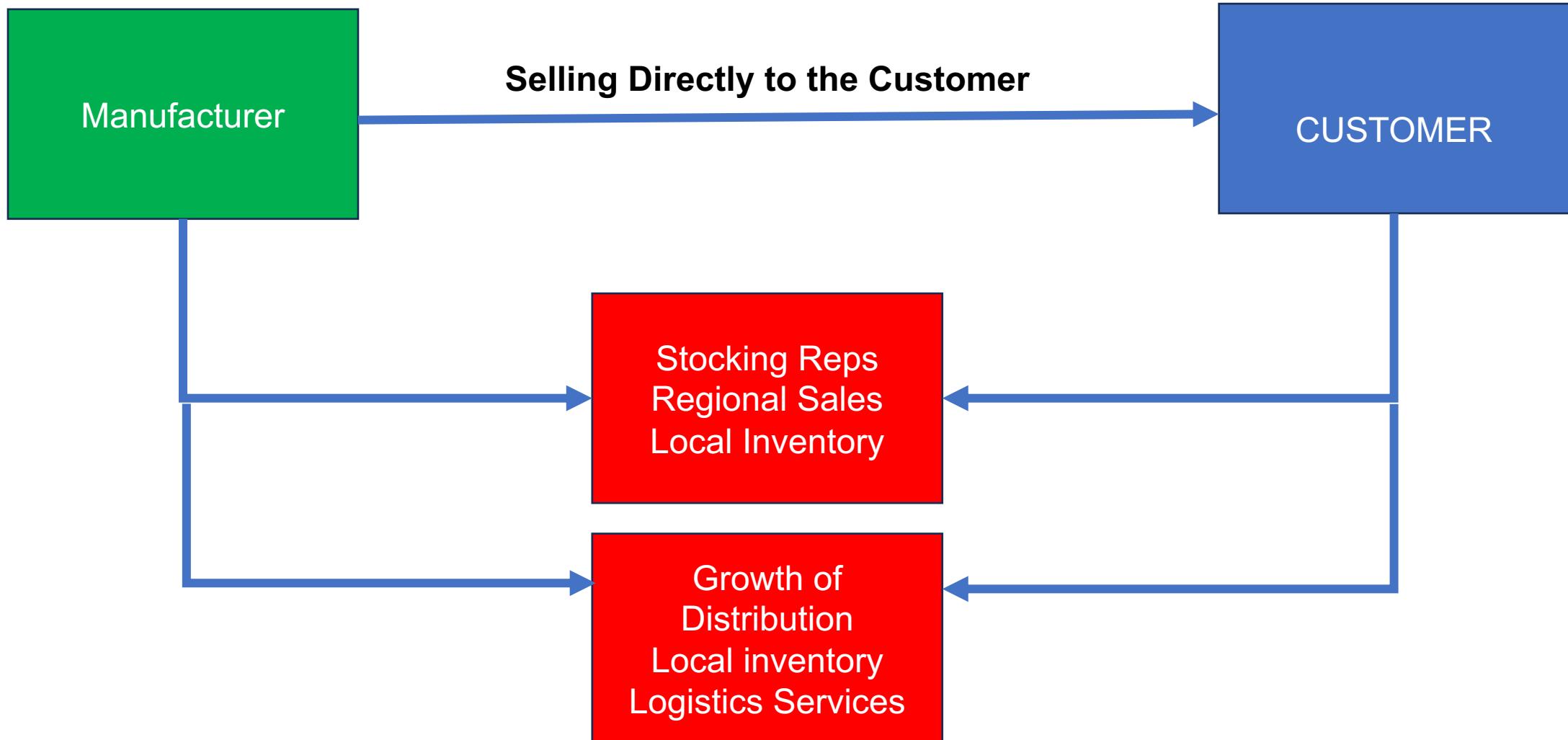
## **How Did we Get Here? Evolving Role of the Manufacturers' Rep and its History with Distribution**



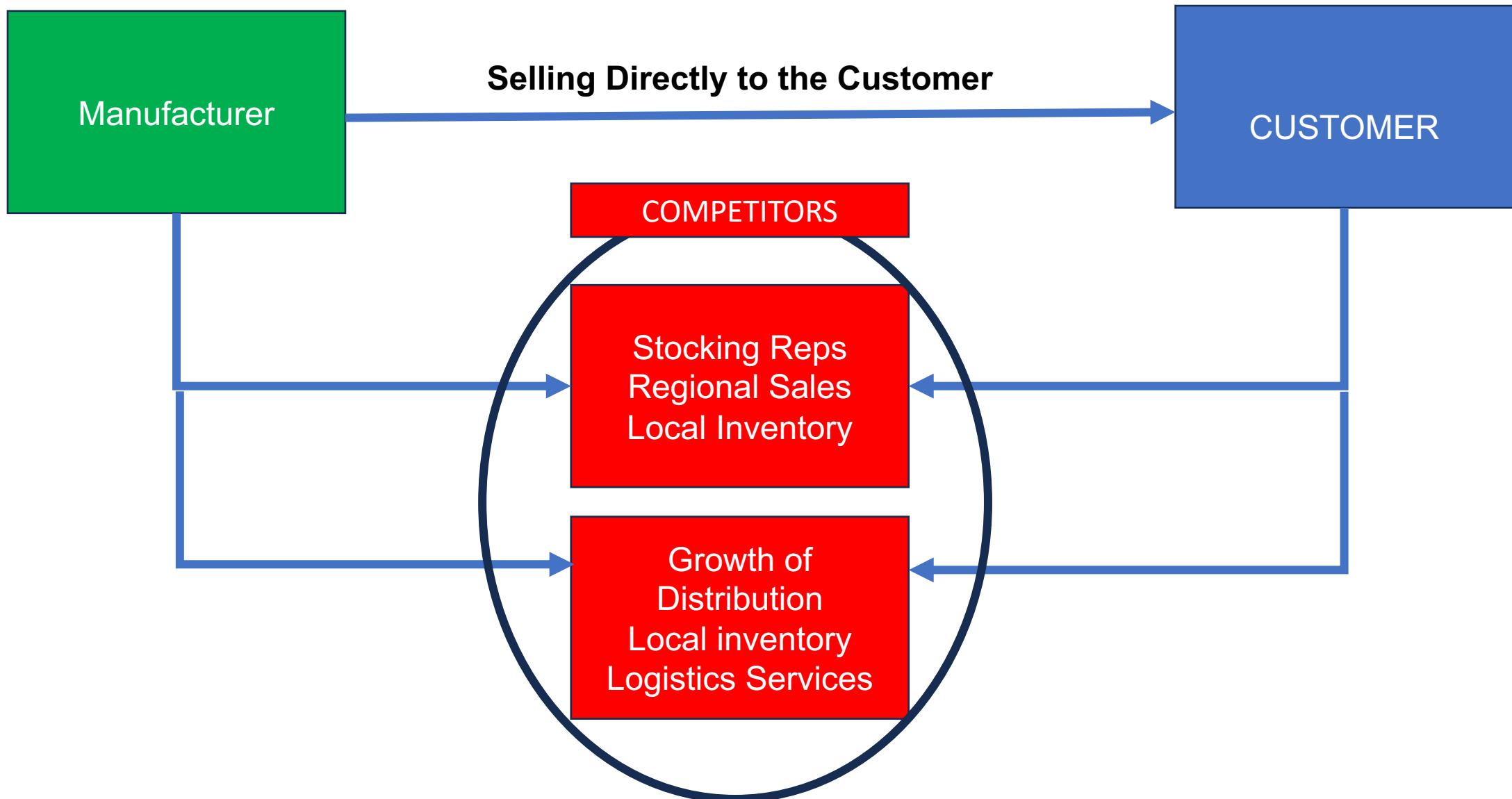
**Business Exploded!  
Little or Poor Forecasting from Customers  
Need for Buffer Inventory**



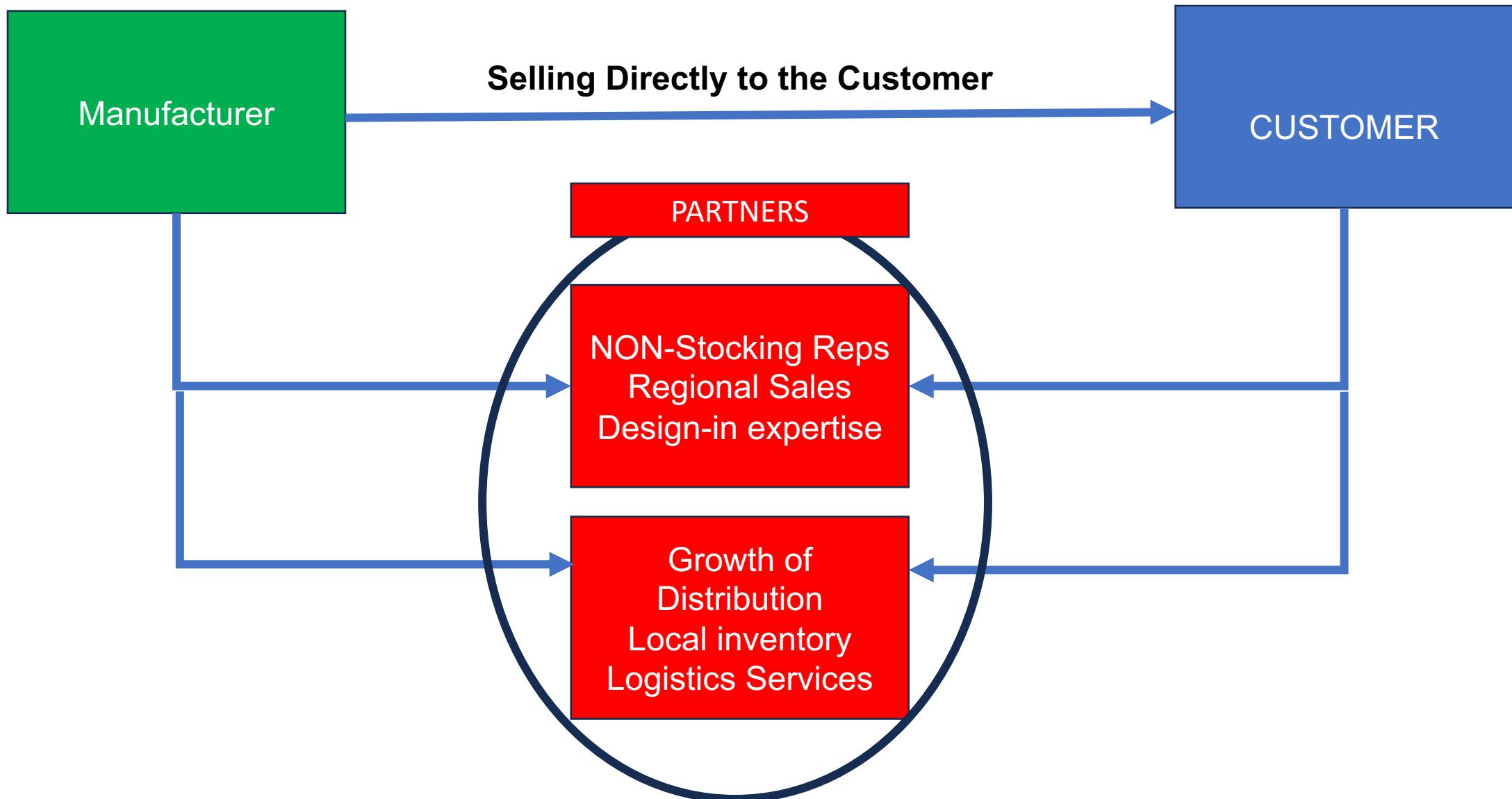
**Business Exploded!**  
Growth of local distributors  
Local Inventory and Delivery Capabilities



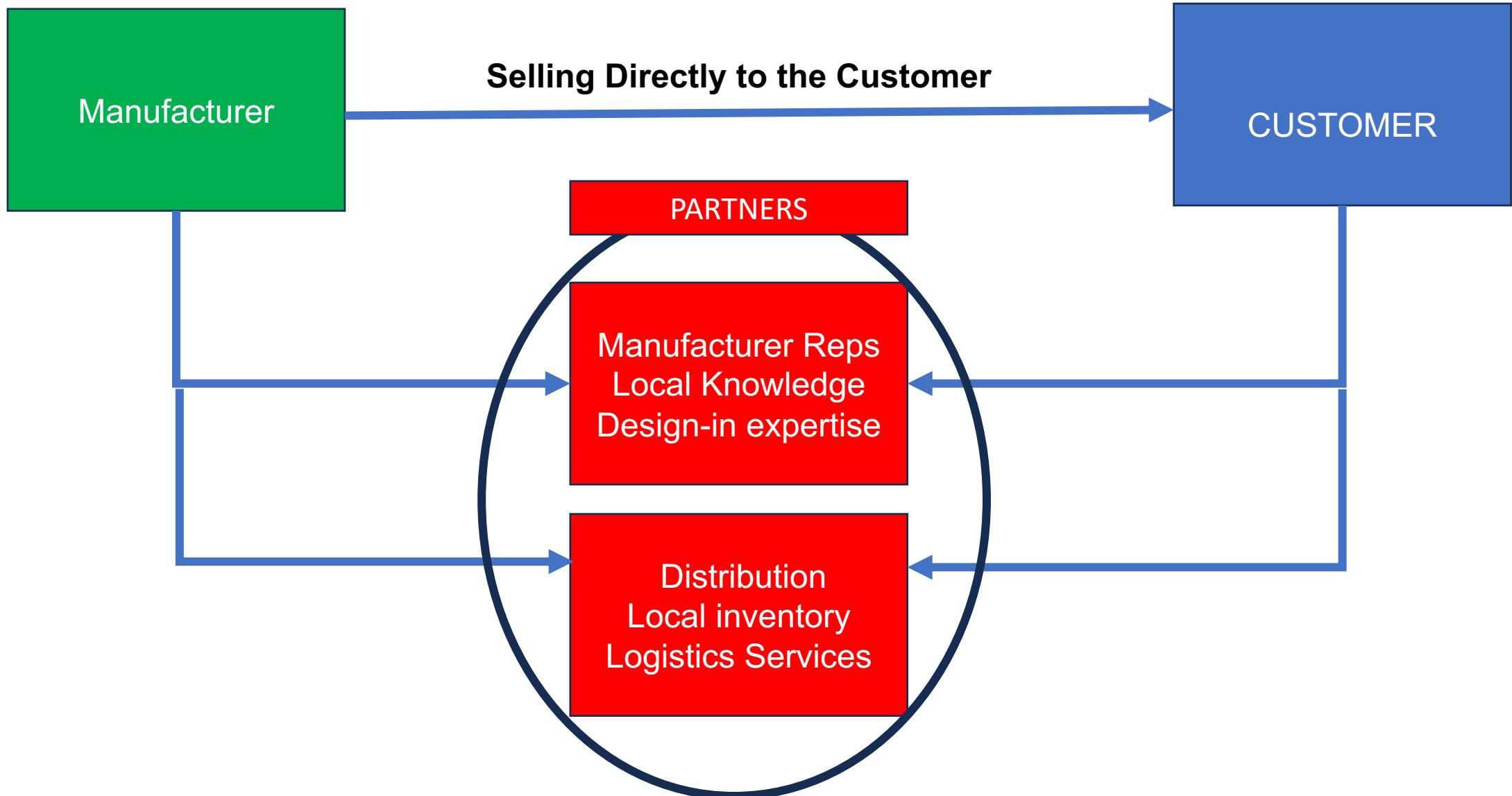
**Business Expanded**  
**Distribution World Explodes - \$\$\$ and WHSE Systems**  
**Stocking reps compete with local Distys**



**Business Matures**  
Stocking reps morph to non-stocking reps OR  
Become Distributors!



## Manufacturers' Rep Model Today Partners!





# Key Attributes of Reps

- LOCAL MARKET KNOWLEDGE OVER MANY YEARS
- EXPANDED COVERAGE WITH MULTIPLE SALESPEOPLE
- TECHNICAL SALES WITH LITTLE/NO TURNOVER
- REPS ARE INVESTED IN LATEST TECHNOLOGY FOR NPI TRACKING, DIGITAL MARKETING, DATA ANALYTICS AND AI INITIATIVES
- ENGAGE WITH CUSTOMER AT ALL LEVELS [ENGINEERING, PROCUREMENT AND MANUFACTURING]
- STRONG INSIDE SUPPORT TEAM FOR LEAD FOLLOW UP AND FUNNELL MANAGEMENT
- VARIABLE COST OF SALES MODEL – ONLY GET PAID WHEN AN ORDER SHIPS



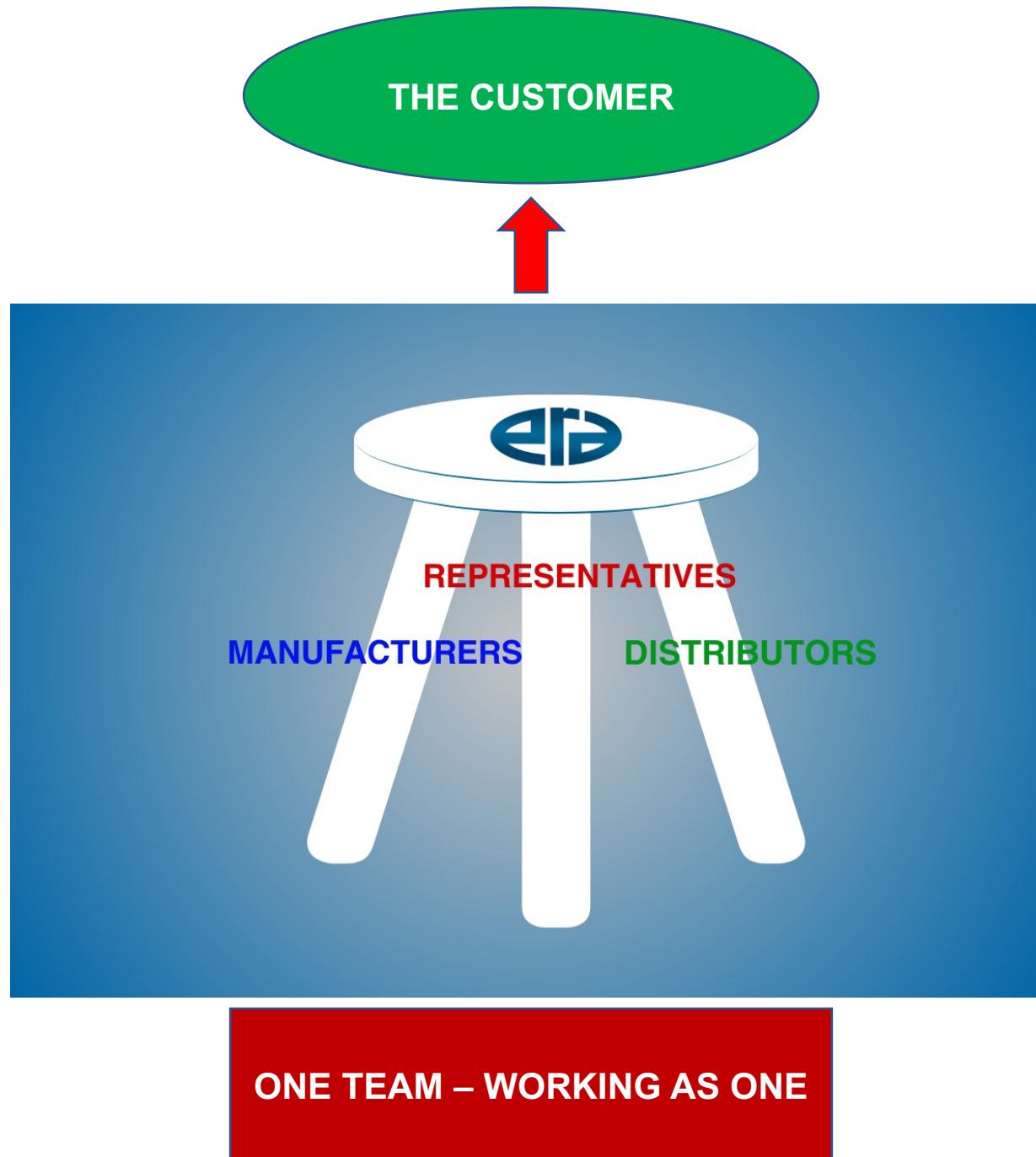
# Growth Benefits of the Rep Model

- **Access** – multiple products means value for customer and more reasons to engage
- **Complementary product lines** & Solutions Selling
- **Experience and tenure**
- **Multiple field sales personnel**, optimum territory coverage and availability
- **Effective lead-generation** and follow-up
- **Works with distribution**
- **Results-focused** – 100% commission driven



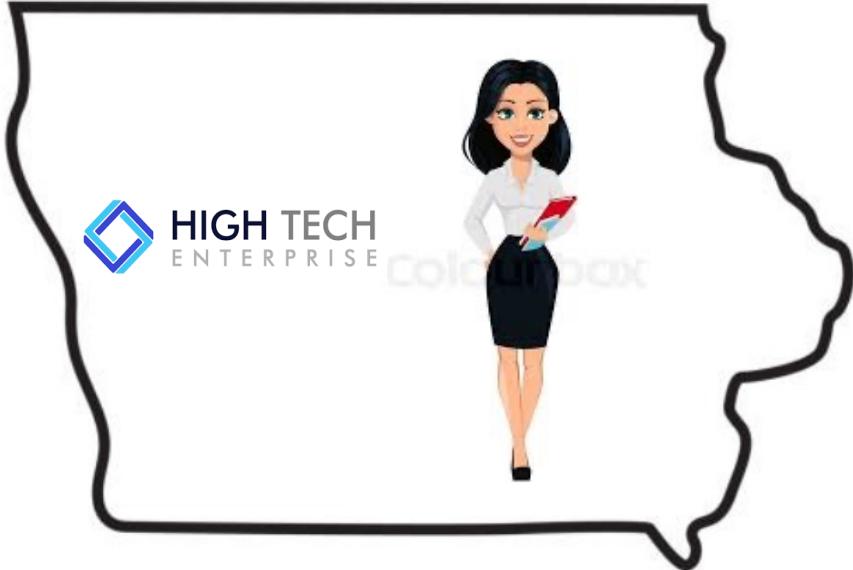
# Demand Creation

- **Reps understand the local markets.**
- Rep organizations have **optimized the territory coverage**
- **Reps have the technical skills** to provide the customer a credible design resource.
- **Distribution support** allows for expanded opportunity development and optimization of the manufacturers channel.



# Representative Offer More Sales Coverage

Direct Sales



Representative

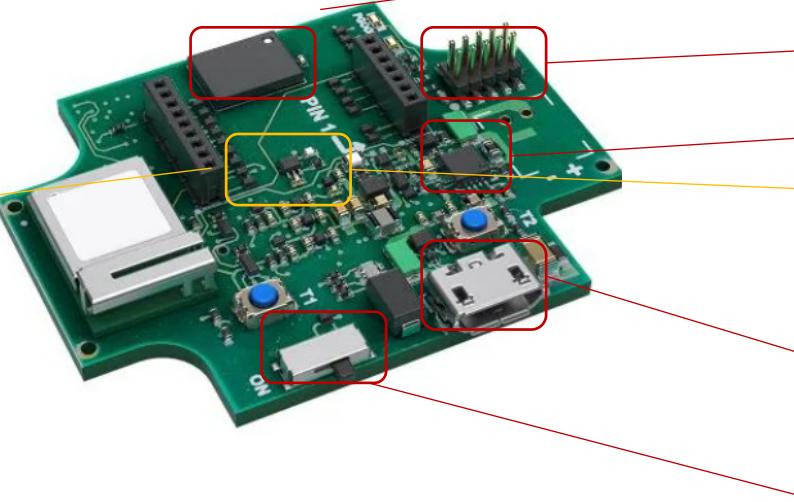


- Larger Serviceable Available Market
- More Field Sales in Territory, Seasoned, Tenured
- Broader Engagements with the Customers
- More Efficient for the Customers

# Reps Offer Broader Customer Engagement



 HIGH TECH  
ENTERPRISE



 TECH CO. INC.



GLOBAL CORP

 HIGH TECH  
ENTERPRISE

 Company  
NAME



## Direct Sales

- Early Engagement of New Design Activity
- Strong relationships with the development team(s)
- Deeper knowledge of the design architecture
- Better appreciation of the program development
- Design culture and schedule
- Forecast validation through multiple procurement teams

## Representative Sales