

Rep Action Checklist

Five Things to do Monday Morning

NEMRA reps are not transactional players — they are execution integrators.

If reps are going to stay indispensable to contractors and manufacturers, it starts with **how they drive coordination and execution locally — every day.**

1. Identify Where You Can Help Get Hours Off the Job

Ask yourself:

- Which of my contractor customers are most constrained right now?
- Where are they losing labor hours — installation time, rework, coordination, safety issues?

Action:

- Pick one active or upcoming project and proactively bring a labor-saving or risk-reducing solution — even if it's uncomfortable or requires more prep.

Value is measured in **hours saved**, not products sold.

2. Deepen Your Product Expertise Where It Matters Most

Surface-level knowledge isn't enough anymore.

Action: Choose **one product line** you represent and

- Review real installation scenarios
- Understand where mistakes happen
- Learn how it impacts safety, productivity, and sequencing

Ask:

- *“Could I confidently explain this on a jobsite, not just in a conference room?”*

3. Proactively Align With Your Distributor Partners

Contractors feel misalignment immediately.

Action: Call or visit **one key distributor partner** and discuss

- What contractors are actually asking for
- Which products need better local availability
- Where stocking decisions are hurting job execution

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4. Carry Field Reality Back to Your Manufacturers

Manufacturers don't live on jobsites — you do.

Action: Capture **one piece of real field feedback** this week

- A product that saves time
- A product that causes frustration
- A gap between design and reality

Then share it upstream clearly and honestly — not filtered, not softened.

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5. Shift Every Conversation From “Product” to “Problem”

The best reps lead with questions, not SKUs.

Action: In your next contractor meeting, start with

- *“Where are you losing the most time right now?”*
- *“What’s creating the most risk on your projects?”*

Then position solutions — products, coordination, expertise — **in that context.**

Final Thoughts

NEMRA reps are not transactional players.

They are execution integrators, driving coordination and execution locally and impacting outcomes across the contractor–manufacturer–distributor ecosystem.

That’s not a future role — it’s a Monday morning responsibility.