

Solid connections.  
Powerful opportunities.  
Amped up profit margins.

That's how we conduct business.

**NEMRA**<sup>®</sup>

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Powerful forces  
are driving change  
in the industry.

**Today's business leaders face many challenges as forces continue to drive change in the electrical channel.** There's pressure to increase profits by reducing costs—and pressure to compete with global competitors, all while managing sales costs across new channels of distribution. To successfully deal with these challenges, you need solutions.

One way is to develop a direct sales force that operates in house and gives you complete control over their activities. But that can create a drain on your time and resources. Because not only do you have to manage a sales force, you need to cover the costs associated with it.

There's a better way to meet today's sales force challenges, and the National Electrical Manufacturers Representatives Association (NEMRA) is ready to help you succeed.

### **Put the industry's most powerful reps to work for you.**

Whether you're a large, well-established manufacturer or a smaller start-up, the benefits of outsourcing allow you to reduce costs and focus assets on core business strengths. Simply put, outsourcing sales to a NEMRA representative firm allows you to gain greater sales results while spending less.

In fact, 80 percent of the manufacturers that market through electrical wholesale distribution use NEMRA representative agencies to market their products.

That's because NEMRA reps are the premier sales and marketing professionals in the electrical industry. They specialize in selling, which means you can focus on your specialty—manufacturing.

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## Why choose NEMRA?

**Our representatives are the purest form of free enterprise.** They finance their own growth and are paid only when they have performed. The manufacturer does not incur any cost until a sale is made and shipped.

NEMRA reps also finance the sale for their manufacturing principals—interest free—and bear all of the expenses associated with fielding a professional sales force. That includes employee benefits, training costs, support staff, cars and travel expenses, entertainment expenses, insurance, office-related expenses, IT support costs, legal exposure risks, safety concerns, and many others.

But cost is not the only issue. You want professional, knowledgeable reps who can understand everything from local to global operations. You want reps who generate real results, and that starts with great relationships.

Our reps survive and thrive because they are skilled, market-driven strategists who work closely with the manufacturers they represent. Their unique skills include:

### Multi-line selling

Our reps leverage existing business to introduce new products or new manufacturers to the electrical marketplace. This provides manufacturers with greater sales growth and faster penetration of the market. We call it “synergy,” and it’s the defining difference between an in-house, direct sales force and a manufacturer’s representative.

### Long-term relationships

A hallmark of NEMRA reps is their ability to attract and retain the top entrepreneurial, professional and goal-oriented talent in the electrical industry.

### More connections in the marketplace

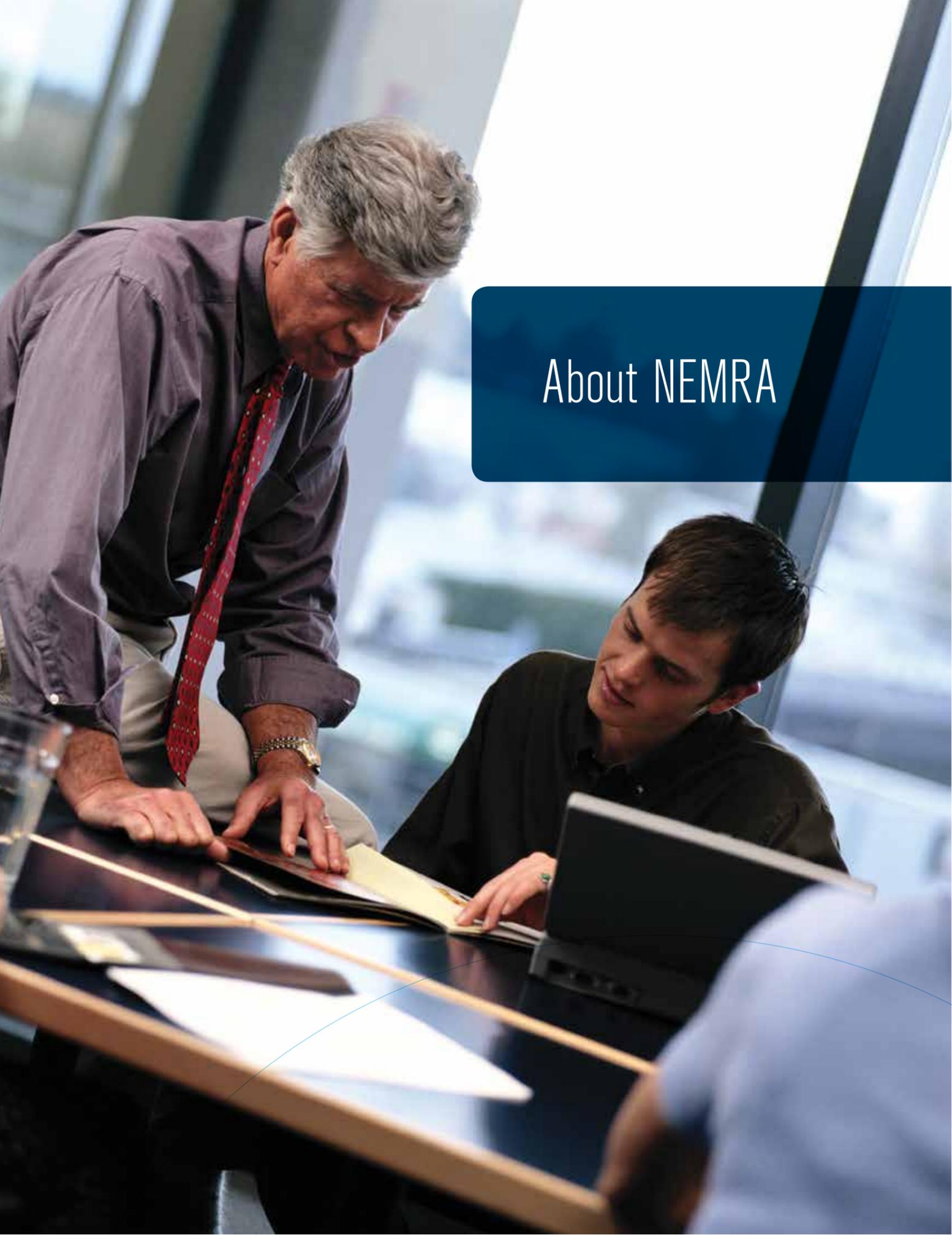
NEMRA reps truly offer more connections to their manufacturers. That’s because they know how to create deeper, broader long-term relationships with distributors and customers. It’s the kind of business only independent reps can build.

Not only do our reps know their territories, they’re a staple in them. The tenure of our reps in a territory is typically counted in terms of decades, not months. That means NEMRA reps are dependable. And, you can count on their experience for product training, specification assistance, and problem resolution.

### Advocacy

NEMRA representatives are advocates for their manufacturers and customers alike. As the reps are only rewarded for their ability to match customer needs with their manufacturers’ capabilities, thereby creating a sale, they must excel at advocating for both customers and their manufacturers. This approach is made stronger by the “NEMRA Rep” brand, which is your force in the marketplace.

You want reps who generate real results, and that starts with great relationships.



## About NEMRA

**NEMRA combines the premier sales and marketing agencies in the electrical industry with the top manufacturers**—creating some very powerful connections. And these connections often result in your greatest benefit—an economic one. Whether you are a new manufacturer looking to deploy a sales force or an established company seeking to transition to an independent rep team, NEMRA offers you easy and economical access to the best in our industry. In addition to the financial incentive, you'll have direct access to the people, tools, and information you'll need to be successful in the industry.

*NEMRA reps deliver results in today's rapidly changing business environment.*

### Connecting with NEMRA

NEMRA reps are leaders in the industry. They are dedicated to working with manufacturers and improving the manufacturer-representative sales model, all while delivering results in today's rapidly changing business environment. Our reps do this by:

- ▶ **Developing strategic plans** for their own rep agencies and annual business plans for their manufacturers.
- ▶ **Utilizing technology** to increase productivity and maximize selling time.
- ▶ **Investing in their firms** with resources for educational and professional development.
- ▶ **Earning industry certifications**—Certified Professional Manufacturers Representative (CPMR) and the Certified Sales Professional (CSP) designations—that differentiate NEMRA reps from their competition.
- ▶ **Developing succession plans** to ensure the success of rep agencies and their manufacturers for years to come.
- ▶ **Networking and making the right connections**, which is essential for businesses and their growth.
- ▶ **Providing manufacturers with turnkey sales and marketing solutions** that penetrate the electrical market.

**Put a NEMRA rep to work for you—call 1-800-Hi-NEMRA (446-3672).**

**You can also learn more about the benefits of using a NEMRA rep at [www.nemra.org](http://www.nemra.org)**