

Rep / Manufacturer Recruitment Support

Channel Marketing Group can assist manufacturers and manufacturer reps identify potential partnerships. Our **Locator** program is designed to enhance your goal of finding the right sales rep / line for your targeted long-term objectives.

Manufacturers

For manufacturers we can help **investigate the following critical areas:**

- Identify reps in a geographic area
- Determine line compatibility
- Solicit marketplace feedback regarding reps in the marketplace
- Contact reps to solicit interest
- Provide the manufacturer guidance regarding their recruitment and presentation strategy
- Provide insight to assist in successfully recruit an agent.

Engagement

Channel Marketing Group engages with manufacturers on a fee basis to conduct the research and engagement plus there is a x% success fee, payable for x years, on the net sales defined as sales less shipping / freight and taxes, as documented through a monthly report provided by the manufacturer.

Manufacturer Reps

As part of a strategic engagement with a manufacturer representative agency, and as part of their strategy **for sales growth**, there are opportunities to assist the agency enhance their line card.

Upon request, Channel Marketing Group, as part of the overall engagement, will:

- Research the product category to determine potential manufacturers.
- Research to determine whom may currently have the line
- Contact Channel Marketing Group's contacts at a manufacturer to identify if there is interest. Channel Marketing Group will not mention our client's name unless the manufacturer expresses interests.
- At times, if Channel Marketing Group is not able to personally speak with the key manufacturer contact, we will provide our client with the appropriate contact information and recommendations on how to position an out-reach initiative.
- If Channel Marketing Group contacts the key individual, and they express interest in speaking with the rep, we will share insights and contact information.
- As desired, CMG can support our client in the acquisition of the line by sharing insights of the manufacturer which may come from other reps, distributors and/or marketplace perceptions.

Engagement

Channel Marketing Group engages with manufacturer reps based upon a strategic planning relationship and/or retainer relationship to conduct the research and engagement plus x% success fee, payable for x years, on the gross commissions received, as documented through a monthly report provided by the manufacturer rep.