WHY POS DATA MATTERS FOR *DISTRIBUTORS* WORKING WITH *INDEPENDENT REPS*

Unlocking Visibility, Efficiency, and Market Growth

Ensures Reps Are Paid Accurately

- Guarantees reps are credited for actual sell-through, not just sell-in
- Reduces commission disputes or manual reconciliation
- Limits time spent resolving 'who gets credit' issues

Why it matters:

Fewer headaches. Faster resolutions

Strengthens the Distributor–Rep–Manufacturer Partnerships

- Demonstrates transparency and commitment to joint growth
- Enables better coordination on market strategies
- Builds trust across all parties

Why it matters:

Strong data sharing = strong relationships

Drives Targeted Support & Selling Efforts

- Clarifies what's selling and where
- Identifies lagging sales and neglected accounts
- Helps reps direct training and promotions effectively

Why it matters:

Reps become more strategic and valuable to your bottom line

Strengthening the Independent Channel

- Tracks market share by geography, segment, or product line
- Grounds rep recommendations in real data
- Supports strategic planning and forecasting

Why it matters:

More data = better decisions = faster growth

Bottom Line: Sharing POS data isn't just about commissions - it's a strategic enabler. Distributors who share it with both their reps and manufacturers build stronger partnerships, get better field support, and ultimately sell more with less friction.

POINT OF SALE (POS) INITIATIVE

KEY HIGHLIGHTS OF THE STUDY:

Distributors agreed reps should be compensated for the work on their behalf.

Reps were focused on "where" material was sold, not who the material was sold to as they are familiar with their marketplace, key customers and key projects.

Most manufacturers desire to compensate their reps for POS activity regardless of where the product is shipped, including instances where it goes through central or out-of-territory distribution centers.

There are challenges in collecting and submiting the data given a plethora of formats. Additionally, there are challenges in the desired format to send and issues relating to timeliness of submission.

Essentially, there are no industry standards to submit basic transactional information to support calculating rep compensation when it travels through a central/regional distribution center or is shipped into another state.

Manufacturers adhered to contractual agreements and continued to compensate their reps to the best of their abilities, however-due to changes of the distributor and end-customer manufacturers need information at the zip code level to accurately compensate their reps. Most distributors recognized the issue, agreed that reps should be compensated for supporting them. This baseline data became the basis for the NEMRA POS Minimum Reporting Standards. To date, 52 manufacturers (and respective divisions), as well as over 1,250 distributor locations have endorsed the standards.

The following are the recommended fields for reporting point of sale.

Column	Field	Column	Field
1	Transaction Date	9	Customer Zip Code
2	Selling Brand #	10	Manufacturer Catalog #
3	Bill to	11	UPC Code
4	Bill to Branch Name/City	12	Manufacturer SKU #
5	Shipping to Branch	13	Distributor Unit Cost
6	Shipping to Branch Name/City	14	Quantity (# of Units Sold)
7	Sellling Branch Zip Code	15	Unit of Measure
8	Selling Branch Zip Code	16	Extended Net Price