

WHY **MANUFACTURERS** SHOULD SUPPORT **POS REPORTING**

POS reporting isn't just about commissions — it's a powerful tool for market intelligence, stronger partnerships, and profitable growth.

Accurate Sales Credit & Commission

- Ensures the right reps are credited for sales, even across branches and state lines.
- Guarantees reps are paid on actual sell-through, not just sell-in, avoiding disputes.
- Reduces costly, time-consuming reconciliation between distributors, manufacturers, and reps.

Why it matters: Faster, dispute-free payments protect margins and keep your sales team focused on growth — not paperwork.

Market Intelligence & Channel Growth

- Reveals where products are actually sold (end-user ZIP codes, industries, branch activity), beyond warehouse-level orders.
- Identifies untapped regions, lagging markets, and high-potential opportunities.
- Provides a transparent foundation for accurate joint planning with distributors.

Why it matters: Better insights drive faster revenue growth, stronger relationships, and more effective marketing.

Operational & Inventory Advantages

- Enables production and inventory planning based on real consumption, not just stock orders.
- Improves allocation and forecasting, reducing overstocks and backorders.
- Supports co-op marketing and territory alignment more effectively.

Why it matters: Demand-driven planning lowers costs, improves customer service, and boosts profitability.

Bottom Line: POS reporting is a strategic growth enabler.
Manufacturers who fully embrace it:

Gain
true market
intelligence.

Build
stronger rep
and distributor
partnerships.

Drive
faster, more
profitable
growth.

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 submitting 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
1	Transaction Date
2	Selling Brand #
3	Bill to
4	Bill to Branch Name/City
5	Shipping to Branch
6	Shipping to Branch Name/City
7	Selling Branch Zip Code
8	Selling Branch Zip Code

Column	Field
9	Customer Zip Code
10	Manufacturer Catalog #
11	UPC Code
12	Manufacturer SKU #
13	Distributor Unit Cost
14	Quantity (# of Units Sold)
15	Unit of Measure
16	Extended Net Price