

NEMRA Rep & Manufacturer Alignment Framework

This framework provides a dual-purpose tool for NEMRA reps and their manufacturers: a concise checklist to align expectations and a standardized discussion template organized under the Five Pillars from the Rep of the Future.

Reps are not expected to cover every topic. If possible, Manufacturers could select their topics of interest in advance. Reps should be prepared to discuss any topic with any manufacturer.



Joint Alignment Guided Topic Checklist:

Product Expertise



What reps should be prepared to discuss:

- **Field Knowledge:** Your team's understanding of the markets you serve, customer pain points, and local trends to help manufacturers refine their strategies.
- **Value Delivery:** How your efforts – through training, events, and engagements contribute to growth and visibility for the manufacturer.
- **Ongoing Self-Training:** How your team invests in continuous learning to stay current on products, competitor activity, and evolving use cases.

What reps could discuss with their manufacturers:

- Access to product specialists or engineers for joint calls or deeper technical training.
- Support for certification programs.

Demand Generation



What reps should be prepared to discuss:

- **Proactive Campaign Execution:** How your team designs and executes local demand-generation initiatives – such as events, webinars, digital campaigns – tailored to the territory.
- **Drive Conversions:** How your team creates, tracks, and measures conversion opportunities at both the contractor and distribution levels.
- **Customer Relationship Ownership:** How your team manages ongoing customer communications to ensure a smooth product journey from manufacturer to end-user.

What reps could discuss with their manufacturers:

- Shared marketing funds or MDF (Market Development Funds) for campaigns.
- Qualified lead lists and participation in follow-up strategies.
- Joint sales blitzes or events to elevate brand presence locally.

Planning



What reps should be prepared to discuss:

- **Trend Anticipation:** How your team shares local intelligence on market shifts, contractor needs, competitor activity, and technology adoption.
- **Dynamic Planning Cadence:** How your team regularly updates sales and growth plans tied to quarterly or annual targets.

What reps could discuss with their manufacturers:

- Participation in quarterly or semi-annual business reviews to align forecasts and priorities.
- Market analytics or industry data that manufacturers may have but reps can leverage.
- Clear expectations and KPIs for performance evaluation.

Marketing



What reps should be prepared to discuss:

- **Digital Presence:** How your team amplifies the manufacturer's messaging across digital channels like LinkedIn, email campaigns, and websites.
- **Resource Utilization:** How your team utilizes co-op funds and manufacturer-provided resources – and why they matter to local execution.

What reps could discuss with their manufacturers:

- Pre-built digital assets (graphics, templates, case studies) for ease of local use.
 - Support for shared social campaigns to boost reach.
 - Access to success metrics (click-throughs, conversions) for joint campaigns.
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Technology



What reps should be prepared to discuss:

- **Cross Platform Collaboration:** Your team's efforts to integrate shared CRMs, communication tools, and project management platforms to exchange real-time data and reduce duplication across systems.
- **Data-Driven Opportunities:** How your team surfaces data insights and usage trends to spotlight growth opportunities at the distributor.
- **Build Today with Tomorrow in Mind:** How your team adopts emerging tools – AI tools, data analytics, virtual demos – to enhance customer service and future-proof operations

What reps could discuss with their manufacturers:

- Integration with or access to shared systems and forecasting tools for seamless data alignment.
- Early exposure to new tools or platforms for joint beta testing and innovation.
- Training on new and emerging technologies to maintain competitive edge.