

The Local Rep as Connective Tissue in a Changing Channel



Why This Matters

Today's electrical industry is defined by labor constraints, rising complexity, and accelerating change. Projects are larger, systems are more integrated, and the cost of mistakes has never been higher. Contractors don't need more channel participants – they need better coordination and execution.

That reality is reshaping the role of the local rep.

The Core Idea

NEMRA reps are not transactional players

They are execution integrators, driving coordination and execution locally and impacting outcomes across the contractor–manufacturer–distributor ecosystem. Working in close partnership with manufacturers and distributors, NEMRA reps serve as the connective tissue that helps the channel perform consistently – especially under pressure.

What This Toolkit Is

This set of materials is designed to be read together. Each piece plays a specific role in defining how the channel works best today:

- **Rep as Connective Tissue**
Clarifies the evolving role and value of the local rep
- **Rep Actions vs. Manufacturer Enablement**
Defines shared responsibility and partnership expectations
- **How to Enable the Rep as Connective Tissue**
A manufacturer-facing guide to unlocking rep performance
- **Rep Action Checklist: 5 Things to Do Monday Morning**
Translates strategy into daily execution



Scan to access the
Rep Tool Kit

The Goal

When reps are enabled and aligned: – Contractors get hours off the job – Risk and rework are reduced – Innovation is adopted more effectively – Relationships strengthen across the channel

Strong execution is not accidental. It is enabled – locally.