

List of Services that Reps Provide

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List of Services that Reps Provide

A wide variety of sales and marketing functions are provided by independent representatives. Manufacturers should consider their utilization of these functions in developing the level of a compensation program. The following lists many of these sales and marketing functions:

- ✓ Administer Programs
- ✓ Advertising
- ✓ Attend and Work Trade Shows
- ✓ Attend National and Regional Sales Meetings
- ✓ Attend Rep Councils
- ✓ Budgets
- ✓ Business Plans
- ✓ Buying Group Show Participation
- ✓ CAD Drawings
- ✓ Catalogue Distribution
- ✓ Check Accuracy of Purchase Orders
- ✓ Chefs
- ✓ Collections for Manufacturers
- ✓ Commission Tracking & Reconciliation
- ✓ Coordinate Hotel Rooms for Senior Managers
- ✓ Coordinate Installations
- ✓ Coordinating Service Calls
- ✓ Coordination of Shop Drawings
- ✓ Customer Service/Expediting
- ✓ Damage Control
- ✓ Database Management
- ✓ Dealer Sales Training
- ✓ Deliver Samples
- ✓ Demonstrations
- ✓ Design
- ✓ Direct Mail
- ✓ Discount Negotiation
- ✓ Distribute Catalogues
- ✓ Distributor Inventory Control
- ✓ Drawings/Printings
- ✓ Educate Dealers
- ✓ End User Calls
- ✓ Entertain
- ✓ Factory Customer Service Training
- ✓ Factory Dedicated Computer System
- ✓ Factory Visits - Additional Expenses
- ✓ Field Measurements
- ✓ Formal Consulting
- ✓ Freight Damage/Inspection in the Field
- ✓ Freight Estimates
- ✓ Human Resources/Business Administration
- ✓ Incentive Program Management
- ✓ Jobsite Management
- ✓ Joint Calls
- ✓ Lead Follow Up
- ✓ Lead Fulfillment
- ✓ Lead Qualifying
- ✓ Liquor and Food Coordinator for Meetings, etc.
- ✓ Literature Fulfillment
- ✓ Mailers - Postage
- ✓ Manage Customer Service Transfer
- ✓ Manage Service Issues
- ✓ Market Feedback
- ✓ Market Forecasts
- ✓ Market Research
- ✓ Marketing/Communications
- ✓ Merchandising
- ✓ Monthly Reports
- ✓ New Product Promotions/Introductions
- ✓ Newsletters
- ✓ Order Entry
- ✓ Order Handling
- ✓ Order Processing
- ✓ Order Tracking
- ✓ Parts Ordering
- ✓ Prepare Business Plans
- ✓ Prepare Flyers
- ✓ Present Programs
- ✓ Price Administration
- ✓ Price Increases
- ✓ Print Price Lists
- ✓ Product Specification
- ✓ Project Manager for Dealers

- ✓ Quotations
- ✓ Rebate Management
- ✓ Reporting
- ✓ Sales
- ✓ Sales Flyers
- ✓ Sales Forecasting
- ✓ Sales Manager Territory Visits
- ✓ Sales Meetings
- ✓ Sales Planning
- ✓ Sales Promotions
- ✓ Sales Reports
- ✓ Sample Accounts
- ✓ Selling
- ✓ Service Dispatch
- ✓ Shipping/Tracking
- ✓ Shop Drawing Review
- ✓ Showroom
- ✓ Spec Tracking
- ✓ Special Mailings
- ✓ Spiffs
- ✓ Start Up's - Re Start Up's
- ✓ Stocking
- ✓ Telemarketing
- ✓ Test and Trial Equipment
- ✓ Test Kitchens
- ✓ Trade Show Costs
- ✓ Train Regionals
- ✓ Training Sales Managers
- ✓ Travel Coordination for Sales Managers
- ✓ Update Catalogues
- ✓ Update Price Lists
- ✓ Update Profit and Loss
- ✓ Warehousing
- ✓ Warranty Service

Methods of Compensation

- ✓ Commission
- ✓ Performance Incentives
- ✓ Warehouse Allowance
- ✓ Promotion Allowance
- ✓ Special Service Allowance
- ✓ Consulting Fee
- ✓ Extended Contracts
- ✓ Office Equipment Allowance
- ✓ Factory "800" Lines
- ✓ On-site Product Specialist
- ✓ Forms Allowance

Independent representatives are in fact independent contractors; compensation programs can and should be tailored to the individual firm. There is no legal requirement that all programs be the same.