



31 ways YOU can eliminate waste TODAY!

System Integration Processes

MANUFACTURERS

Conduct an "Eliminate Waste" Day at your company in which everyone has to discuss what's repetitive, redundant, time wasting and/or stupid and how to fix it.

Install 2 computer monitors at each desktop to speed response times for your sales team.

Spiff Rep internal support teams to get customers to sign up for online customer service center where customers check orders, get tracking information, request quotes, pricing, returns, etc.

Create quotations electronically into your business system so Reps can enter your website through password security and acquire quotes eliminating paperwork and phone calls and allowing 24x7 accessibility.

Implement and train personnel on EDI to make the quotations and sales order entry process more efficient and accurate.

Send EDI order confirmations to Reps using EDI transaction sets instead of email or fax.

Add order on-line tracking.

Add "track it" type link to your email signatures to promote the capability to customers.

Document imaging program to delete file storage, paper use and cost of labor for filing.

Significantly reduce SPAs. One SPA for a region or market area.

Execute a file maintenance project to address incorrect catalog numbers, pricing files, account numbers and related fields. These types of errors generated by rep databases should be documented, flagged, and corrected on a daily basis reducing error rates significantly.

REPS

Conduct an "Eliminate Waste" Day at your company in which everyone has to discuss what's repetitive, redundant, time wasting and/or stupid and how to fix it.

Install 2 computer monitors at each desktop to speed response times for your sales team.

Encourage electrical distributors and end-users to take course on EDI to enter quotations and sales orders to make process more efficient and eliminate manual entry of quotations and sales orders.

Update Rep website and/or ask Manufacturers to update their website with Manufacturer's minimum order and freight prepaid terms. Insure customer's secure access to correct pricing and quotations.

Implement EDI through programs like NEMRA's IRIS. Get IDEA membership and IDX Access.

Reps download EDI transaction automatically into business system sales records to track sales performance.

Add order on-line tracking.

Add "track it" type link to your email signatures to promote the capability to customers.

Document imaging program to delete file storage, paper use and cost of labor for filing.

Avoid special pricing. Sell benefits.

Communication Processes

MANUFACTURERS

Allow online customer access to and use of all drawings, technical data, installation information, digital images, catalog numbers, UPC numbers, etc.

Implement CRM System.

Join IDEA.

Switch from paper newsletters to email newsletters.

Maximize use of WebX type meetings.

Review and implement NEMRA Guidelines i.e. Planning the Business Year, New Product Intro, Productivity through communications and performance, etc

REPS

Create one centralized database to capture all contacts, quotes, faxes, etc.

Implement CRM System.

Join IDEA.

Provide PDA's to outside salespeople.

Update Reps web-site with manufacturer's minimum order and freight prepaid terms.

Review and implement NEMRA Guidelines i.e. Planning the Business Year, New Product Intro, Productivity through communications and performance, etc



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Sales Management Processes

MANUFACTURERS

Set clear sales, product, & profitability growth goals and effectively communicate them to Reps. Provide monthly report cards to Reps.

Implement formal Coaching Program.

Adopt Regional Manager Pre-Visit Agenda outlining goals and objectives for territory visits, also include flight #s, times, who will pick up, where to stay, etc.

Ensure all Regional Managers have completed RPM. Encourage continuous learning.

Review and implement NEMRA Guidelines i.e. Planning the Business Year, New Product Intro, Productivity through communications and performance, etc.

REPS

Effectively communicate principal sales, product, & profitability growth goals; set individual performance goals; and provide monthly report cards to each salesperson.

Implement formal Coaching Program.

Adopt Regional Manager Pre-Visit Agenda outlining goals and objectives for territory visits, also include flight #s, times, who will pick up, where to stay, etc.

Ensure all owners and managers have completed CPMR. Encourage and reward continuous self-improvement.

Review and implement NEMRA Guidelines i.e. Planning the Business Year, New Product Intro, Productivity through communications and performance, etc.

Selling Skills & Product Training Processes

MANUFACTURERS

Utilize NAED online training for computer skills training (Excel, Word, PowerPoint, etc).

Take 1 Training module on NEMRA University.

Require all salespeople to complete at least 1 skills-building workshop or seminar each year.

REPS

Utilize NAED online training for computer skills training (Excel, Word, PowerPoint, etc).

Take 1 Training module on NEMRA University.

Ensure all salespeople have completed CSP.

Participate in manufacturer sponsored sales & product training.

Sales & Marketing Activities Processes

MANUFACTURERS

Adopt the NEMRA New Product and Promotion Guidelines.

REPS

Conduct product launch meetings including marketing materials, defined expectations for product seeding, feedback, & training.

Provide timely information to specifiers, end-users, and distribution sales force on new product launches, promotions, literature, & sample kits.

Sales Activity Reporting Processes

MANUFACTURERS

Eliminate one report, then one more, then one more until you only require or send out reports that are required to run the business. Reports should be electronic—no paper.

Condense Rep monthly reports into quarterly reports.

Electronically email agent commission statements and POS statements rather than printing out paper copies and including with check. When check or electronic payment arrives, agent already has the statements to reconcile.

Develop a system whereby each month, each agent's reports are copied into a folder and a zip file is sent to each principal (or post the reports on your extranet where reps can download) with all their monthly reports in one email. Develop macros to format each report saving precious time in formatting each individually. Agents can then receive their reports within the first two days of the month depending on where the end of the month falls.

REPS

Eliminate one report at a time. Reports should be electronic—no paper.

Utilize the reports available from your manufacturers, and provide feedback on how they could be improved.

Integrate electronic commission statements from manufacturers (instead of manually keying it in every month) to provide quarterly update to distributors on how they are doing with your agency.

Eliminate sending copies of credits to Reps. Most Reps file in a "circular file" or never look at them at all. Result will be saved man-hours and postage. You can send to Reps upon request.

Request monthly credit summary transmitted electronically from Manufacturer if necessary as part of commission summary.
