



Precision Stamping Firm Treats Reps Right For Lasting Business Benefits

By [Rob Stohlman](#)

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Precision stamping companies, gear makers, and just about any manufacturers anywhere in the U.S. are facing the same challenge: How to get the best, most effective sales force out working on your behalf while keeping the fixed cost of sales as low as possible.

Cultivating a strong network of sales representatives is a proven method of achieving that goal. And communication is an important factor in developing a rep network that's actually eager to work for your company.

To get off on the right foot with new reps (or to foster better relations with existing reps), consider asking them these questions:

- What is my company great at?
- Where does my company need to improve?
- In 10 words or less, how can we make each other more money?

Another important area for review is the amount of paperwork you require from reps. More paperwork equals less time to deal with existing clients or to find new ones. More paperwork also often means less interest in representing your product line.

Make sure to require only the amount of reports absolutely necessary to keep the relationship working well for both sides. Fewer mundane reporting requests are often viewed as a vote of trust and confidence - another great way to motivate your rep network.

Of course, a level of accountability is still needed (on both sides), but that can be gauged easily enough by one simple measure of the end customer's satisfaction: How many repeat purchase orders do you receive?

Lastly, consider joining the Manufacturers' Agents National Association, which offers the site MANAonline.org, a great way to find new reps in the regions your company targets.

Creating a strong, effective rep network relies on the same principles that drive any great relationship: communication and trust. Try it and see how your own company can benefit.

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