

# COMMITMENT TO PERFORMANCE



*As a customer, you can expect these standards of conduct from your professional field sales organizations (manufacturers' representatives):*

1. YOUR REP WILL MAKE WELL-ORGANIZED, EFFECTIVE SALES CALLS.

2. YOUR REP WILL HAVE A THOROUGH AND PRACTICAL KNOWLEDGE OF THE SUPPLIERS REPRESENTED, THEIR PRODUCTS AND OPERATIONS, AND WILL SPEAK AND ACT WITH APPROPRIATE AUTHORITY.

3. YOUR REP WILL UNDERSTAND YOUR NEEDS, YOUR OPERATIONS AND THE PROPER APPLICATION OF THE SUPPLIER'S PRODUCTS.

4. YOUR REP WILL BE EFFECTIVE, ACCURATE AND TIMELY IN REPRESENTING YOUR REQUIREMENTS TO YOUR SUPPLIER.

5. YOUR REP WILL BE ACCESSIBLE AND RESPONSIVE BEFORE, DURING AND AFTER THE SALE.

6. YOUR REP WILL BRING YOU VALUE BY BEING COMMITTED TO YOUR NEEDS.

7. YOUR REP WILL BE ABSOLUTELY TRUSTWORTHY AND WILL EXERCISE GOOD JUDGMENT, FLEXIBILITY AND COMPETENCE ON YOUR BEHALF.

*Presented to our valued customer* \_\_\_\_\_

*As a pledge of committed professionalism from* \_\_\_\_\_

# COMMITMENT TO PERFORMANCE



*As a principal, you can expect these standards of conduct from your professional field sales organizations (manufacturers' representatives):*

1. YOUR REP WILL COVER THE TERRITORY ADEQUATELY, ESTABLISH A PRESENCE FOR YOUR LINE, AND ACCOMPLISH YOUR MUTUALLY AGREED-UPON MARKETING OBJECTIVES FOR STRATEGIC CUSTOMER PENETRATION, MARKET SHARE AND GROWTH.
2. YOUR REP WILL DEVELOP AND CONTINUALLY IMPROVE HIS/HER PRODUCT KNOWLEDGE, AS WELL AS UNDERSTANDING YOUR CAPABILITIES, DIRECTIONS, STRATEGIES, NICHES, STRENGTHS AND WEAKNESSES.
3. YOUR REP WILL KNOW THE TERRITORY AND CUSTOMERS THOROUGHLY, INCLUDING UNDERSTANDING THEIR APPLICATION NEEDS, AND WILL EFFECTIVELY REPRESENT THOSE NEEDS TO YOU.
4. YOUR REP ORGANIZATION WILL CONTINUALLY WORK TOWARDS IMPROVED SELLING SKILLS AND STRATEGIES.
5. YOUR REP WILL BE ACCESSIBLE AND RESPONSIVE TO YOU AND YOUR CUSTOMERS BEFORE, DURING AND AFTER THE SALE.
6. YOUR REP WILL PROVIDE YOU WITH THOROUGH INPUT, INCLUDING SALES FORECASTING, MARKET REPORTING, SALES ANALYSIS, LEAD FOLLOW-UP AND REPORTING.
7. YOUR REP WILL MAINTAIN A COMPATIBLE ROSTER OF PRINCIPALS AND A COMPATIBLE CUSTOMER BASE IN ORDER TO PROVIDE SUBSTANTIAL MULTIPLE-LINE SYNERGY.
8. YOUR REP WILL MAINTAIN AN ORGANIZATION CHARACTERIZED BY THOUGHTFUL FINANCIAL MANAGEMENT, FAIR EMPLOYEE COMPENSATION AND MOTIVATION, AND PLANS FOR BUSINESS CONTINUITY.

*Presented to our valued principal* \_\_\_\_\_

*As a pledge of committed professionalism from* \_\_\_\_\_

