

# Why Savvy Manufacturers Who Sell through Reps Belong to ERA

## What DOES ERA do for you and your company?

### FINDING QUALIFIED REPS

**The Locator** – The most widely used source for finding rep candidates is the *ERA Locator*, available **FREE** on-line ([www.era.org](http://www.era.org)). Members can download search results into their own systems.

**Unlimited Use of ERA Lines Available** – These targeted e-mail blasts are **FREE** to manufacturer members. All current Lines Available are also listed on the ERA Web site.

### EDUCATIONAL OPPORTUNITIES

**Management and Marketing Conferences** – ERA National Conferences are unique, multi-day events devoted to the management issues shared by reps and manufacturers. Attendees gave the 2009 event their highest evaluation and ROI ratings in many years!

**Teleforums** – ERA offers a bi-monthly schedule of **FREE** teleforums (for members only) on many sales/management topics.

**Webinars** – ERA's ongoing series of Webinars features many speakers/presenters covering topics targeted to rep firm owners/managers, salespeople and/or manufacturers.

**CSP** – The multi-day Certified Sales Professional program is offered four times yearly in various North American cities.

**ERA Chapter Programs** – Local educational events in ERA's 20+ territories are often open to manufacturers at low or no cost.

**ERA University** – This on-line educational option offers hundreds of business and personal development courses, available 24/7.

### SALES AND BUSINESS MANAGEMENT PUBLICATIONS AND GUIDELINES

**The Representor** – a quarterly magazine mailed to all ERA rep and manufacturer members. Classified ad rates for members are discounted 20 percent.

#### **Contract Guidelines and Other Publications for Manufacturers:**

- Guidelines for Negotiating an Agreement between Sales Representatives and Manufacturers
- Evaluation Form: Prospective Principal
- Evaluation Form: Prospective Representative
- Guidelines for Establishing and Benefiting from Rep Councils
- POS – Recommended Technical Standards for Distribution Point-of-Sale Reporting
- Split Influence Recommendations for the Electronics Industry
- Split Commission Request Form
- Why Use Reps?
- Selling Through Manufacturers' Representatives
- Cost of Sales Analysis
- Outsourced Field Sales: Adding Value for the Customer
- White Paper: Developing New Markets with Professional Field Sales Reps (Guidelines to Attract and Fairly Compensate Professional Field Sales Representatives to "Pioneer" Your "Missionary" Line)

### PROFESSIONAL ADVICE AND ASSISTANCE

The ERA Expert Access Program is **FREE** to members, offering telephone consultations with ERA consultants in these fields:

- Legal • Fiscal and Tax • Insurance • Rep Network Management • Rep and Distributor Recruitment • Executive Searches

ERA also offers members a **FREE**, confidential Matchmaker Service to bring together firms who want to find new personnel, forge buy, sell or merge agreements, form an alliance, or develop other types of business partnerships.

### INTANGIBLES

Among the many intangible benefits of membership are ERA's many outreach and collaborative efforts, including as:

- A member of the Small Business Legislative Council;
- A member of the U.S. Chamber of Commerce;
- A co-sponsor of the annual Electronics Distribution Show;
- A working partner with ECA, CEA, CMA, GEIA, JEDEC, MANA, NEDA, NEMRA and TIA;
- The founder and a supporting member of the Manufacturers' Representative Educational and Research Foundation (MRERF), sponsor of the CSP and CPMR (Certified Professional Manufacturers' Representative) programs.

### TANGIBLES

Recognized Resource suppliers provide ERA members with services and discounts tailored to meet the needs of reps and manufacturers. They include:

- FedEx Shipping and FedEx Office services
- Office Depot and Pennywise Office Products
- Avis, Enterprise and Hertz Auto Rentals
- Empowering Systems and Eyond MRS Software
- Services to assist with rep management, executive recruitment, sales management and training

**It is the mission of ERA to support its members in optimizing the professional outsourced field sales function in the global electronics industry by providing programs and activities that educate, inform and advocate for manufacturers' representatives and the manufacturers they represent.**



Electronics Representatives Association  
111 N. Canal St., #885, Chicago, IL 60606  
312-559-3050 • [info@era.org](mailto:info@era.org) • [www.era.org](http://www.era.org)



# MANUFACTURER MEMBERSHIP APPLICATION

## ELECTRONICS REPRESENTATIVES ASSOCIATION

111 N. Canal St., #885 • Chicago, IL 60606 • Phone: 312-559-3050  
Fax: 312-559-4566 • E-mail: info@era.org • URL: www.era.org

### MANUFACTURER MEMBER APPLICANT:

Company \_\_\_\_\_  
Years in Business \_\_\_\_\_ Annual Sales \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Phone(s) \_\_\_\_\_ Fax \_\_\_\_\_  
Co. E-Mail \_\_\_\_\_ URL \_\_\_\_\_

### CONTACT INFORMATION: (Please list primary contact first. If necessary, use separate sheet for additional names.)

Name	Title	E-mail
1. _____	_____	_____
2. _____	_____	_____

**Note:** With this application please attach a current worldwide listing of your manufacturers' reps/sales agents. They will be notified that your company has joined ERA as a manufacturer member.

### PRODUCT MARKETING GROUPS:

(Please check appropriate Marketing Group. Dues include participation in all applicable National Marketing Groups.)

- |  |  |
|--|--|
| <input type="checkbox"/> Communications (COM)      | <input type="checkbox"/> Electronic Systems Integration Group (ESIG)     |
| <input type="checkbox"/> Components (CM)           | <input type="checkbox"/> Instrumentation, Automation & Controls (IAC)    |
| <input type="checkbox"/> Computer (CP)             | <input type="checkbox"/> Materials, Assembly, Production & Supply (MAPS) |
| <input type="checkbox"/> Consumer Electronics (CE) | <input type="checkbox"/> RF/Microwave & Wireless (RF)                    |
|  | <input type="checkbox"/> Semiconductor (SEMI)                            |

### CUSTOMER BASES (Please check all that apply):

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> 1. Industrial/OEM             | <input type="checkbox"/> 7. Buying Groups             | <input type="checkbox"/> 13. Broadcast/Studio |
| <input type="checkbox"/> 2. End User                   | <input type="checkbox"/> 8. Department Stores         | <input type="checkbox"/> 14. Government       |
| <input type="checkbox"/> 3. Distributor/Wholesaler     | <input type="checkbox"/> 9. Mass Merch./Chains        | <input type="checkbox"/> 15. Educational      |
| <input type="checkbox"/> 4. Retailer/Dealer            | <input type="checkbox"/> 10. Public Utilities         | <input type="checkbox"/> 16. Medical          |
| <input type="checkbox"/> 5. Value Added Reseller (VAR) | <input type="checkbox"/> 11. Telephone Operating Cos. | <input type="checkbox"/> 17. Avionics         |
| <input type="checkbox"/> 6. Contractor/Installer       | <input type="checkbox"/> 12. Military/Aerospace       | <input type="checkbox"/> 18. Institutions     |

### FEE:

Annual Dues (includes Manufacturer Membership in all Marketing Groups)

**TOTAL DUE: \$ 750.00 (U.S. Funds)**

### PAYMENT METHOD:

Check enclosed OR charge to:  Mastercard  Visa  American Express  Discover

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

I hereby authorize ERA to send me faxes and/or e-mails containing association-related information.

SIGNATURE \_\_\_\_\_ Date \_\_\_\_\_

Title \_\_\_\_\_

FOR OFFICE USE ONLY

Date Received \_\_\_\_\_

Member I.D. \_\_\_\_\_