

Working with Multi-Line Reps

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Question 1

Are you a distributor or supplier?

Supplier

Distributor



Question 2

If you are a supplier, have you had a multi-line rep working for you before?

Yes

No



What is a multi-line rep?

- An independent sales rep who promotes multiple companies to distributors.



An Independent?

Yes, multiline reps are independent contractors according to the IRS. We pay our own taxes while representing supplier firms.



How are we compensated?

- Straight commission
- Retainer
- A combination of these
- Bonuses



Territories

Territories are allocated to reps by state, and are exclusive. It is very rare to find any overlap in states between reps.



Other services

- Reps do end user shows
- Reps will work regional shows
- Reps will work national shows
- Compensation for expenses is usually worked out ahead of time between the rep and the supplier



What do reps do for distributors?

Reps are the first line of contact with the distributor. Many times a distributor has never met anyone from the factory. Reps are that face to the supplier and provide an initial point of contact. Reps do not process orders but many times distributors call for help and advice, even when they can get through to the factory and customer service



PPAI and multi-line reps

PPAI had a long association with multiline reps. Reps serve on the board of regional associations, Association committees, and a multi-line rep has set on the board of directors. A multi-line rep also was the chairman of the Board of Trustees for PPEF. The Association and reps have had a long history together, and they are very involved in the success and professionalism within the industry

