

A STRATEGIC PARTNERSHIP



OPTIMIZE YOUR SALES TO THE UTILITY & ELECTRICAL EQUIPMENT MARKETS




**ELECTRICAL EQUIPMENT
REPRESENTATIVES ASSOCIATION**






15.2 BILLION
IN MANUFACTURER SALES



82%
OF BUSINESS IS CONDUCTED WITH
UTILITIES AND UTILITY DISTRIBUTORS



54% OF MEMBER AGENCIES HAVE
BEEN IN BUSINESS FOR
50+ YEARS

KEY INSIGHTS INTO OUR MEMBERS

Since our founding in 1948, the mission of the EERA has been to advance the quality and increase the effectiveness of manufacturer representatives in the electrical equipment industry.




600 OUTSIDE
SALESPEOPLE

440 DEDICATED TO THE
UTILITY MARKET

200 DEGREE
ENGINEERS



1000 SALES PROFESSIONALS
EMPLOYED



72%
OF SALES TIME IS SPENT WITH
UTILITIES & UTILITY DISTRIBUTORS



70%
OF MEMBERS EXPECT TO BE
RUNNING THEIR BUSINESS IN
5 YEARS

www.eera.org



DIRECT SALES VS. INDEPENDENT REPS—AND THE EERA DIFFERENCE

Manufacturers today are faced with doing more with less. What if you could expand your sales and marketing reach for a greater ROI? That perfectly describes the role of what an independent manufacturers' representative from the EERA (Electrical Equipment Representatives Association) could potentially do for you. Bottom lines tell the story.

Many electrical manufacturers have tried both a direct sales force and independent reps.

Overwhelmingly, they conclude that their **independent representatives are the most cost-effective approach.**

In fact, many companies refer to their reps as their partners because of the strategic value they offer. Just

consider: Reps work on a commission basis, pay their own expenses, have in-depth industry knowledge, and long-standing customer relationships formed across each representative's territory.

And that's for starters. Just consider the bottom-line benefits.

EERA MEMBERS—HELD TO A HIGHER STANDARD

As an active member of EERA, they are continually advancing professionalism while raising the bar of excellence within the industry by...



- Staying current on topics that impact the electric utility industry such as government regulation, environmental concerns, aging infrastructure, grid modernization, and renewable energy development.
- Sharing best practices and evolving industry trends through member-to-member interaction.
- Complying to the highest ethical business practices, and EERA standards for continuity.
- Demonstrating their success over a number of years prior to joining EERA.
- Utilizing best practices determined from years of experience shared within the EERA organization.

BENEFITS TO THE BOTTOM LINE



VARIABLE VS. FIXED COSTS

Your direct sales team requires significant investments of time and money to hire, train, and maintain, representing a fixed cost regardless of sales volume. With an EERA independent rep, you only pay a commission, representing a percentage AFTER the sale.



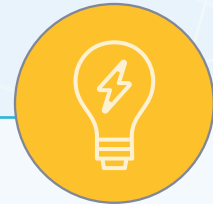
PAY AFTER THE SALE

Reps are paid a fixed percentage as commission post-sale – and nothing more. That means they pay for their own travel and administrative expenses. Conversely, the ROI of direct sales personnel varies depending on the amount of sales against a fixed salary and overhead expenses. And what if they don't meet quota?



SALES TURNOVER

Another cost is the high rate of turnover for direct sales. Once they reach a certain success level, they typically get promoted or move on to another company. Manufacturers' reps offer stability and continuity because they run their own business. **At least 70% of EERA members are looking ahead with 5-year business plans.**



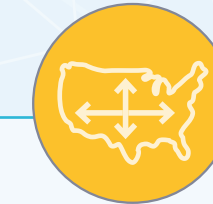
UTILITY INDUSTRY EXPERIENCE

82% of business conducted by EERA representatives are with utility companies. And when you factor in that 54% of member agencies have been in business for 50+ years, their experience and knowledge have been a long-standing constant in a changing market.



BROAD RELATIONSHIP NETWORK

An EERA rep has already established a deep bench of contacts of existing and prospective customers. Their industry network will exponentially expand your ability to connect with decision-makers. Even when not presenting your products, every call is a relationship builder with your company.



GEOGRAPHIC MARKET REACH

An EERA rep's network is extensive across their geographic territory. They can increase your sales volume by selling beyond what you might consider being the target customer, i.e., contractors, consultants, etc. So, whether you're looking locally for a contact or across the country, your rep will most likely make that connection.



ACCESS TO MARKET INTELLIGENCE

Your EERA rep carries a mix of products calling on an equally diverse customer list within the utility industry. They are literally your "ears to the ground" for the latest industry trends and sales forecasting that you can use to allocate marketing resources.



CONSULTATIVE SELLING

Just as manufacturers view their EERA reps as partners, so do their customers. Reps bring not only their multi-line products into a call, but also their multiple years of industry expertise. Customers appreciate the kind of consultative approach to complex challenges Reps have to offer.

For more information
about the EERA and what we
can do for your business call,
816.561.5323, or visit www.eera.org



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