

AUTO CARE ASSOCIATION MANUFACTURERS' REPRESENTATIVES

50+

Over half of the Auto Care Association's North American manufacturer members use manufacturers' representatives.

WHAT PEOPLE IN THE INDUSTRY SAY

AN EXTENSION OF OUR TEAM *Brett Blauner, National Sales Manager, The Timken Company*

There are many benefits of using professional manufacturers' representative agencies. One reason is the variable cost as a function of sales; however, more valuable is their relationship, coverage and local market knowledge. At Timken, we view our agencies as an extension of our team and a critical component to executing our strategy including field work which requires them to know our products. The agencies we work with invest in their people with respect to resources, talent and training to ensure mutual success between Timken, the agency and most importantly the WD.

CRITICAL TO OUR SUCCESS *Ted Bradley, Vice President, Sales, The B'laster Corporation*

The partnerships that B'laster has with our manufacturers' representatives are critical to our success. They help to formulate strategies that work for us as well as our customers, allow us to work on multiple national accounts with fewer internal resources, and enable us to maintain a strong relationship with customers even when faced with merchants who regularly shift roles. Plus, their industry expertise and knowledge is extremely valuable to us.

AN INTEGRAL PARTNER

Chase Baxley, COO, The Parts House

Manufacturers' representatives remain an integral partner for automotive manufacturers, as well as distributors, assisting with implementation of strategic initiatives and business development throughout all levels of the auto care supply chain. As our industry continues to evolve, so do manufacturers' representatives, who are utilizing shared data resources, integrating sales managements systems and improving efficiencies through enhanced channel communication all while maintaining a core value of relationships.

TREMENDOUS VALUE

Bill Harvey, President and CEO, Auto Care Association

As a former sales and marketing professional in the aftermarket for several major manufacturers, I've worked hand-in-hand with manufacturers' representatives and experienced the tremendous value they provide. Getting involved with the Auto Care's Manufacturers' Representatives community is the premier way to network with other reps, enhance your professional skills as a rep or find the right rep for your business.

WHAT'S NEW

TELEFORUMS

The Auto Care Association's Manufacturers' Reps Council offers a series of free, one-hour teleforums to help members move their business to the next level. Visit autocare.org/reps and click teleforums to register to receive information on upcoming teleforums and listen to some of our past teleforums.



These teleforums are available through the Auto Care Digital Hub.



CHANNELS

Automotive Audio

Automotive Chains

Convenience Stores

Drug Chains

E-tailing

Farm and Fleet

General Merchandise

Grocery Chains

Hardware/Home Center

Heavy Duty

Industrial

Marine

Paint, Body and Equipment

Performance/Truck Accessories

Program Distribution

Restoration

Recreational Vehicle Distribution

Tire Wholesale

Traditional Retail/ Wholesale

Tool and Equipment

WHY USE A MANUFACTURERS' REPRESENTATIVE?

Manufacturers' representatives provide a critical conduit to the many aspects of the diverse and often challenging market.

SALES FORCE



INDUSTRY EXPERTISE

Independent manufacturers' representatives have the advantage of being associated with many different manufacturers and selling into different channels of the automotive aftermarket. These relationships provide insight into how different companies go to market – what works and what doesn't depending on the product, the customer and the channel. This industry expertise and knowledge is another benefit that reps can offer to our principals and customers on proven concepts and strategies.

MARKET AND CUSTOMER EXPERIENCE

Because manufacturers' representatives sell, market and service multiple product categories to their customers, they gain strategic knowledge of what works best for their accounts. Each customer is different, their end user could be a small shop, DIYer, national service retailer or municipality. Each of these end users requires a different sales and marketing approach. Through years of hands-on experience, reps have learned how to maximize sales through customer- and market-specific programs.

GEOGRAPHIC AND CUSTOMER SPECIFIC CONCENTRATION

Manufacturers' representatives live in the territories they work. They have first-hand knowledge of their markets and their customers. The competition, weather, brand awareness, cultural nuances, urban versus suburban versus rural preferences, all play a role in customer development and their ultimate success. Reps have the local knowledge, staff and relationships that help make our principals and customers successful.

MARKETING



MARKET KNOWLEDGE AT ALL LEVELS OF DISTRIBUTION

One of the key aspects of the automotive aftermarket is the broad spectrum of distribution opportunities. Manufacturers' representatives offer expertise in channel management at all levels of distribution. This will assist in providing products to the end user in the most efficient, timely and cost-effective way.

MARKET ANALYSIS

Manufacturers' representatives have the pulse of the market. This provides critical market information to manufacturer partners from the broad scope of general business conditions to specific information gathered regarding a specific customer, product category or individual part number.

FORECASTING

Different aspects of the distribution chain require forecasting. Manufacturers' representatives can be a valuable asset in collecting the forecasting data for all levels of distribution. Reps' manpower advantages offer the ability to collect and disseminate information nationally, regionally and locally.

SERVICE



CUSTOMER SERVICE - INCLUDING SUPPLY CHAIN MANAGEMENT

Today's manufacturers' representative is well prepared to provide input and value throughout the supply chain. From sales forecasting to replenishment management and inventory analysis, the rep can be a productive partner for factory and customer alike.

TECHNICAL SUPPORT AND TRAINING

As true car people, manufacturers' representatives can bring a wealth of technical knowledge and the latest quality, performance and product industry trends to your customer base. Whether addressing a distributor salesman, a retail store manager or a veteran installer, the rep brings practical hands-on know-how to the market.

CUSTOMER REQUIRED MARKET ANALYTICS

As a partner vested in the success of the manufacturer, the manufacturer's representative provides significant value to the factory and customer alike by analyzing and reporting sales trends. These trends include regular to event, inventory status, lead-time review, updated forecasts and projected promotional orders and estimates.

VALUE



CUSTOMER SERVICE/ ADMINISTRATIVE COST SAVINGS

Manufacturers' representatives provide their accounts valuable customer and administrative services "after the sale" on behalf of their principals. Our customer service teams are interacting with our customers on a daily basis for a myriad of reasons. We save our principals thousands of dollars annually by providing the customer many valuable services, such as placing/tracing orders/shipments, sales and technical collateral support, accounting and administrative support, warranty and labor questions and claims, special order placement, stock adjustments, sale forecasts, field training coordination and new item setup.

RISK REDUCTION

Manufacturers' representatives take the majority of the financial liability of a field sales force from the manufacturer. We provide insurance for all aspects of our business that eliminates or dramatically reduces our manufacturer's insurance costs. To protect ourselves and meet specific federal, state and local requirements, many reps are insured for company liability and indemnify their manufacturer clients of liability, automobile insurance for all sales and service personnel, medical and dental insurance, workmen's compensation, and income disability insurance. Rep agencies comply with all federal, state and local business regulations.

COST EFFECTIVE

Manufacturers' representatives provide sales representation as a cost of goods sold versus fixed-cost overhead. Sales representation is more cost effective by bringing major savings with regard to employee cost, such as benefits and travel expense. Representation affords, in most cases, an expanded and market-centric sales force. Representation provides clear sales management performance evaluation tools. It also allows for rapid response to changing market conditions.

MEMBERSHIP MATTERS

The Auto Care Association manufacturers' representative members, standing with the manufacturer and distribution members, are committed to the high standards and well-being of the industry. Because of their unique role in the industry, representative members provide a critical conduit to the many aspects of the diverse and often challenging market. Representative membership requires the highest ethics, continuous training and service to the Auto Care Association and industry. Please consider Auto Care Association Manufacturers' Representatives Council as your "Road Map for Success."

GET MORE INFO at autocare.org/reps.