**GUIDELINES**

**EVALUATION - SALES REPRESENTATIVE**

In order to have your product in the market place there have to be sales. Small companies are often unable to field a large sales force so they source independent sales representatives. These ‘reps’ will sell your products along with a range of other brands, for an agreed commission. When considering contracting out with an independent sales representative these guidelines can assist you in deciding which one is best for your business.

# Does the sales rep carry conflicting or competing products?

* What is the rep’s commission structure?
* What is the geographical area covered?
* Who is the rep’s key account?
* How many years has the rep been in business? Can the rep supply a current list of references?
* What range of promotional support is provided?
* How willing is the rep to submit sales-call reports?
* How frequent are the rep’s trade-show appearances?
* What is the rep’s speciality?
* Has the rep listed all markets covered?
* Does the rep know the customer well?
* When are commissions paid?
* When are overdue accounts collected?
* What deductions does the rep make for credit losses?
* What rights does the rep have as far as credit rejection is concerned?
* What catalogues or other materials are required?
* Can you appear at sales meetings, to see how things go?
* Will reps buy samples at deep discounts?
* Does the rep warehouse any inventory?