**SALES REP EVALUATION**

**CHECKLIST**

To distribute a product, you first have to make sales. Many smaller companies are unable to field a large sales force of their own, so they improve their efforts by using independent sales representatives who will sell their products, along with those of other businesses, for a contracted commission. If you consider contracting with an independent sales rep, this checklist will help you evaluate each rep you are considering. The list is by no means exhaustive.

# Does the rep carry conflicting or competing lines?

* 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 type of promotional support is offered?
* 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 really know the customer?
* 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?