

## Sales Agency Management Success Factors

### DO

- ✓ treat your sales agencies as integrated parts of your outsourced sales & marketing team
- ✓ pay your agencies appropriate compensation for the services you expect
- ✓ involve your agencies in marketing, sales, and promotional planning activity
- ✓ provide top level talent that is well trained and competent to effectively manage your agencies
- ✓ allow your agencies to manage their own resources to best support your line
- ✓ use industry standard technologies such as EDI with your agencies
- ✓ provide feedback and on-going support to your agencies – communicate promptly & professionally
- ✓ understand the differences between a direct and outsourced sales group
- ✓ consult with your agencies before making major changes to sales and marketing plans
- ✓ establish on-going communications with agencies through an advisory council
- ✓ financially assist your agencies local marketing efforts when appropriate

### DON'T

- ⊘ treat your sales agencies as a third party contractor that appears as an expense line on the P&L
- ⊘ micro manage the market level activity of your agency
- ⊘ pull scarce selling resources away for non-selling activity
- ⊘ penalize your agencies due to customer non-payment or other misbehavior
- ⊘ overburden your agencies with excessive administrative requirements
- ⊘ develop proprietary technology that forces agencies to juggle many systems
- ⊘ measure activity instead of results
- ⊘ think your agencies cannot manage your line along with other clients in your category
- ⊘ hire away your agency people
- ⊘ shift costs by deducting heavily from agency commission payments