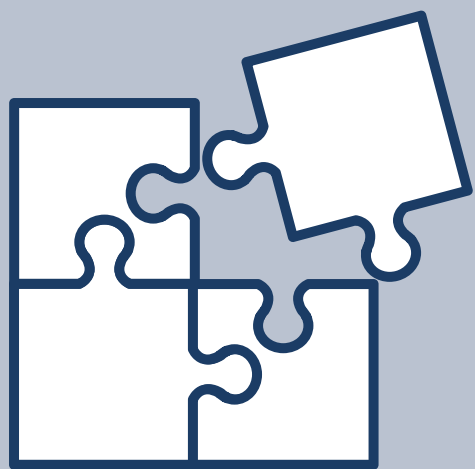


ENGAGING A MANUFACTURERS' REPRESENTATIVE:

Why It's Often Your Best Option!

CUSTOMER RELATIONSHIPS

A Rep can immediately provide intimate knowledge of the local Customer base and will leverage their long-standing relationships to quickly open doors.



MULTI-LINE SYNERGY

A well-crafted Rep Line Card with complementary technologies will provide a Supplier with significantly expanded exposure to the local Hardware Design community.

VARIABLE COST MODEL

Unlike Direct Sales (a Fixed Cost), Reps only earn commissions after the sale. Reps also cover all employment-related expenses, so Suppliers don't own any employee overhead.



SUPERIOR PRODUCT KNOWLEDGE

Rep Sales individuals are commonly long-tenured and benefit from a broad range of experience selling multiple technologies.

IN SUMMARY...

A Rep is your road to immediate Customer engagement, at the lowest cost, with the highest ROI!



To learn more, visit the Electronics Representatives Association at www.era.org & TAARCOM Manufacturers' Representative at www.taarcom.com

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