1. **DETERMINE THE COMPENSATION PROGRAM THAT WORKS BEST FOR YOUR AGENCY**

The revenue a manufacturers' agency firm generates comes from commissions and fees the principals pay. The commission rate you negotiate should provide fair compensation for your efforts on behalf of the principal. When principals require additional services, such as developing a new market, the reps require extra compensation to cover the additional services cost.

Professional manufacturers’ agents negotiate fair commission rates and fees for extra services they provide.

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| **RESOURCE** | **TYPE** |
| The Static State of Commissions | Special Report |
| Developing New Markets with Professional Field Sales Reps | Special Report |
| Negotiating Shared Territory Development Fees | Webinar |
| House accounts, Split commissions and other Territory management issues | Teleforum |
| Why I Love To Find My Competitor's House Accounts NOV08 | p.24 | *Agency Sales* |
| Pioneering | Successfully "Prospecting" New Lines DEC07 | p.8 | *Agency Sales* |
| Pioneering Revisited April 2008 | *Agency Sales* |
| Shared Territory Development DEC08 | p.8 | *Agency Sales* |
| Coming to Agreement on Split Commissions SEPT06 | p.6 | *Agency Sales* |
| Splitting Commissions Across Multiple Territories MARCH06 | p.6 | *Agency Sales* |