1. **BACK-SELL YOUR REP FIRM TO YOUR PRINCIPALS**

The manufacturers’ agent business is the only one where principals may fire you for doing too good of a job. Either they resent the money they send you or the accountants assume they can save money if they hire direct salespeople. Either way, they make the decision to fire the rep and go direct based on false premises.

Professional manufacturers’ agents know how to back sell their value to principals to minimize the chances of being fired for doing too good of a job.

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| Marketing Your Rep Firm | Webinar |
| Marketing Your Rep Firm To Principals | Teleforum |
| Backselling Pays Fast! Return-on-Investment Can Be Big and Quick | *Agency Sales* |
| We don’t need reps anymore! | *Agency Sales* |