



- **Certified**
- **Professional**
- **Manufacturers**
- **Representative**



What is CPMR?



- An intensive three-year program
- Structured for manufacturers' representative firm owners and top executives
- It teaches management skills and principles

CPMR Instructors



- Taught by professional people in the fields of law, accounting, and selling
- College professors who have studied and worked with many companies in the manufacturers' rep industry

CPMR Focus



- **Management Skills**
- **Business Planning**
- **Succession Planning**

CPMR Courses



- Thinking Strategically
- Market Opportunity Analysis
- Profitability Analysis
- Sales Management Techniques I & II
- Special Technology For the Rep and Broker
- Implementing Activity Based Management

CPMR Courses



- Understanding Legal Concerns of Your Firm — An Audit Approach
- Tax Accounting
- Succession Planning
- Valuing The Firm
- Scruples

Education, The Road to Continuous Improvement



- Manufacturers' Representatives Agencies are staffed with Professional Sales People
- Sales is an easy field to enter, but hard to succeed in
- It's hard to predict who is likely to succeed

CPMR Designation



Demonstrates that it's holder has committed to professional growth and achieved a tested level of proficiency

Applying CPMR Techniques



- Tom Daddario, CPMR
of Poklar Power Motion, Inc.
 - “It was a good sounding board for interaction with fellow representatives on how they have adapted to the technology changes is doing business.”

Applying CPMR Techniques



- Bob Newman, CPMR
of Industri/Motion
 - “CPMR gave me resources to guide me in my planning....I learned to invest in growth and to communicate with my principals. It taught me to be better in tuned with the direction of my key principals.”

CPMR = Tools & Confidence

- Gives you the tools and confidence to handle many management situations

Here is how I felt starting my own rep business.



Maximize Your Profits

- “The best and most productive partnerships between manufacturers and their rep firms come about when both parties are clear about their respect for one another and their responsibilities to one another.”



Position For Tomorrow



- Good Salespeople have to be quick to take advantage of their opportunities
- Manufacturers' Representatives must be the most resilient, resourceful, flexible, and fast-moving of all

Position For Tomorrow



- The professional field sales organization survives and thrives by
 - strengthening it's own core competency through adept management
 - investment in advance technology to provide real-time information to vendors and customers
 - and above all, by bringing value at all levels in the supply chain

CPMR is an Investment



- As a Manufacturers' Representative owner/manager, CPMR gives you the tools to operate more effectively and profitably
- As a Manufacturer hiring Manufacturers' Reps, CPMR gives you the criteria to help narrow down your selection process

Improving the Quality of Sales



- If there was ever uncertainty surrounding the need to focus on upgrading an agency's sales force, then the words of Howard Stevens should be sounded over and over again:
 - “... if you improve the quality of your sales organization and your competitors neglect theirs, you will win.”

Thank you for your time.

Remember to keep your eyes on the future and improve your rate of success with the knowledge and skills to succeed.

