



We give you the edge!

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## **Edge Consulting and Sales Aerospace Manufacturers' Representatives West Coast Territory**

Thank you for taking an interest in Edge Consulting!

EDGE Consulting and Sales is a highly technical manufacturer's representation and business development consulting organization focused on the Western US. Our Goal at EDGE Consulting and Sales is to focus on solutions for client sales and business development challenges. As manufacturers' representatives, we use these best practices to develop action plans and get results in many disciplines. We consider ourselves to be second to none in the industry.

There are countless firms that pride themselves on giving standard yet outdated manufacturers' representation. Very few can translate that service into action, let alone results. This is an aggressive new approach to the manufacturers' representation business.

We often get asked two key questions – “What are the advantages of using sales reps? And How do sales reps provide superior service at less cost?” This white paper provides some answers.

### **What are the advantages of selling through manufacturers' representatives?**

- Sale of one product can "trigger" sales of other products. Multiple line selling creates a synergistic effect, with a broader, better defined customer base, and with more complete coverage, resulting in deeper market penetration and increased sales.
- Sales costs are known. Representatives are paid based on results.
- Provide manufacturers immediate access to a well-educated sales team highly invested in industry programs such as CPMR and CSR.
- Representatives have local acceptance. They are familiar in the sales territory and trusted by the customers. They are permanent residents of their community and not transferred from territory to territory, therefore they have a more vested interest in their products and customers than factory direct salespeople do.
- Provide quick response to customer problems due to representative agency location.
- Representatives provide the "high touch" balance through consultation on merchandising and product selection for the locale. Many buyers may also feel that it is easier to get in touch with the representative if he is local, should a problem arise.
- Provide local market continuity for the manufacturer and end user/customer with business and succession planning.

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EDGE Consulting is a next generation manufacturers' representative delivering exceptional solutions, enabling clients to excel in a competitive environment and achieve a rapid return on investment!



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- Provide quick entry into the market because the relationship between manufacturers' representatives and the buyer is often stronger than among company-employed salespeople because the representative knows not only those responsible for purchasing but also other decision-makers within the customer management team.
- Provide more complete coverage in specific geographic areas and market because of their familiarity with local preferences.
- Representatives are quick to identify where new products can be sold where a direct sales force, in contrast, may take months or years to acquire similar knowledge.
- Provide more objective evaluation and customer feedback of new products or ideas for improving existing products as they represent more than one line and do not work for the manufacturer.
- Provide information and knowledge to dealers and end users through product know-how, product training, field and test demonstrations and consultative selling.
- Provide market research that cannot be provided from a mass survey or book.
- Alert manufacturer to new trends specific to their territory that might affect their product.

#### **How do representatives achieve superior service at lower cost?**

The manufacturers' representative system eliminates the manufacturer's expenses in maintaining sales offices. From commissions, the representative maintains a staff and office operation. Representatives hire and train their own sales people. They pay their own taxes, insurance, retirement benefits, travel, entertainment, trade show and secretarial expenses. The system establishes predictable costs of selling.

Commissions are paid only after orders are shipped. It reduces marketing costs. When they sell through representatives, manufacturers reap the benefits of extra services — all at no cost beyond the commissions — such as regional sales management and sales analysis, credit reporting, product detailing, application engineering, and promotion and merchandising. In addition, reps often provide local warehousing and stocking service, if required, at far lower cost.

#### **Why don't all manufacturers sell through manufacturers' representatives?**

Many manufacturers who do not yet sell through representatives generally have misconceptions about the representative system, about direct factory sales forces, or both. In general, they trade off the many advantages accruing from using manufacturers' representatives for the "security blanket" of 100 percent control of sales force time.

#### **How do we hire Edge to represent our company?**

Hiring Edge is easy. Please contact us today. We offer a free 30 day trial to see if Edge Consulting would meet your needs.

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