

## MANUFACTURERS & IMPORTERS

If You're Losing Sales — Profits Due To  
Unproductive Sales Reps/Territories  
Every Day You Wait  
Is A Mistake...

### A COSTLY MISTAKE!

Now Unproductive Reps/Territories No Longer  
Have To Be An Accepted Fact of Life!

#### HOW GOOD IS YOUR COMPANY'S SALES EFFICIENCY?

- Are all of your representatives delivering a consistent and satisfactory sales performance on your line?
- Do you know how to measure each rep's sales performance (market share)? Important growth potential can be lost if you do not know which agencies are making their expected sales contribution on your line.
- Do you know what and how to communicate with your sales force in order to keep them enthusiastically selling your line?
- Are your catalogs, packaging, and point of purchase displays selling your line at the retail level?

The (MRP) MANUFACTURERS REPRESENTATIVE PROFILE is the largest computerized data base of **OBJECTIVE, DETAILED INFORMATION** on all types of reps in the United States. **OUR SUCCESS IS PROVEN...** Over 89% of the companies that use the MRP services continue to use the service.

#### OVER 3600 COMPANIES HAVE USED OUR SERVICES

##### WE SPECIALIZE IN:

- **FINDING TOP PRODUCING SALES REPRESENTATIVES IN THE UNITED STATES & CANADA** We presently have over 80% to 85% of all the representatives in the U.S. who sell giftware, stationery, housewares, office supply, bath, decorative accessories, electronics, etc., in our data base.
- **REORGANIZING EXISTING COMPANIES SALES EFFORTS** We can provide representatives who are appropriate to sell your line. We also provide simple, easy to use systems and methods of working with your sales force that will yield maximum sales results.
- **ASSISTING NEW MANUFACTURERS IN BRINGING THEIR PRODUCT TO THE MARKETPLACE...** We can develop marketing plans, establish the sales force, and assist in packaging, catalogs, trade advertising, point of purchase displays, etc.
- **WE CAN ESTABLISH YOUR LINES IN NEW MARKET AREAS.**

The MRP service saves you time - money- and yields, better results...one thing for sure, if your present method of **SELECTING, TRAINING AND COMMUNICATING** with your sales force is **NOT YIELDING SATISFACTORY RESULTS** and you continue to use those methods, **YOU CAN ONLY EXPECT THE SAME RESULTS AS YOU HAVE BEEN GETTING IN THE PAST.**

Send us a catalog on your line and let's discuss what we can do for you.  
If you have any questions call Roger Wilson (916) 784-2300



#### GIFT MARKETING & PROMOTIONS

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