

INDEPENDENT SALES REPS

Search & Recruit



Welcome to Inmotion

ABOUT US

Inmotion is a Technology Marketing and Distribution Group with offices in Chicago, Berlin and Salzburg, Austria. We support European Tech-Startups and established SMEs in growing internationally with Sales Partners like distributors, dealers, VARs (Value Added Resellers), consultants or Independent Sales Agencies.

Furthermore, we have been active in the US as an independent distributor for almost 5 years and can therefore continuously expand our expertise. We learn daily how challenging it can be to build a product via indirect channel sales partners like, even with technologically superior products and competitive prices.

HOW WE STAND OUT

100% Focus: Sales Channel Management is not just one thing we do, it's ALL we do. Our laser sharp focus on channels and alliances makes us uniquely qualified to zero-in on what matters most.

100% Experts: We look back on more than 20 years of experience guiding high tech startups and SMEs in their distribution strategy and growth initiatives on international markets across multiple technology segments.

100% Action: We offer a combination of channel consulting and marketing services where knowhow transfer and execution is the focus. Our clients can choose among several engagement models.

IMPORTANCE OF SALES PARTNERS IN THE US

In the United States app. 80% of technology products are sold through indirect distribution channels. The USA is a typical sales partner country. Historically, large companies are also working alongside their own sales team with distribution partners, either to cover sales territories that are uneconomical for their own team or to take a lower risk through an outsourced sales team.

Especially with European technology products the US buyer is looking for a US representative. This is mainly due to the fact that the end-user companies want on-site direct contact for service and support and do not want to communicate awkwardly with the manufacturer in Europe.

Our Services at a Glance



Channel Strategy & Programme

We design Channel Sales Partner Programs to fully exploit the market potential of our vendors' products and the sales power of existing and future Channel Partners. We set up and maintain Partner Relationship Portals.



Channel Recruiting & Enablement

We search, recruit and onboard Channel Sales Partners for our clients. We develop effective Sales Tools in accordance with the pertinent sales process and we design Trainings-Kit for your Channel Sales Training.



Channel Marketing & Lead Generation

We build awareness for your brand through Content Marketing, Webinar Marketing and Video Marketing. We enable a constant stream of new leads and opportunities with our LinkedIn Programs and targeted email marketing campaigns.

Working with independent Sales Reps is reducing overall risk in marketing tech products, but placing productive, independent sales reps is a numbers game.

An Independent Sales Rep, also known as a Manufacturer's Rep, is an independent contractor paid on a commission basis to represent your service or product lines in a specific region.

Independent reps serve as a company's outside sales, marketing and customer service. Independent reps' line cards usually list several related, non-competitive products for a well-defined territory. Independent reps' compensation is spelled out in the sales rep agreement, which covers commission, training, sales materials and payment schedule.

Contract sales reps work for manufacturers, distributors, importers, sales rep agencies, or service providers.

This type of sales professional differs from "inside" showroom sales, or telephone sales. An Independent Sales Rep may use the phone, trade shows or showrooms to engage with customers. However, their primary focus is to travel in the field. A rep's primary skill is the ability to work face-to-face with buyers, showing your products, conducting training, solving problems and converting leads to sales.

It is very common for Independent Sales Reps to carry several complementary product lines and cover a geographic region that allows adequate coverage for the account base. The size of the region usually rests on its ability to provide reps an income stream that is appropriate for travel and sales expenses.

Placing productive, independent sales reps is a numbers game. Period. This fact cannot be emphasized too much.

Using a service such as ours will both improve those numbers and reduce the hiring period. But you will still most likely need to communicate with several reps to place that one that will ultimately be productive.



USD 8.9 million
revenue per agency

- The average revenue volume per agency is around \$8.9 million.
- The agencies' service range usually includes warehousing, maintenance, commissioning and technical advice.
- The agency receives a retainer, a commission or a combination of both.
- The agency usually does not carry a credit risk or stock.



20 years
of experience

- Start Up entrepreneurs are 40 + years old and bring around 20 years of industry experience.
- Average income (before tax) per year per agent is \$150,000.
- Requires the same support & training as own employees on sale.
- Has several product lines in the range.
- Needs appropriate end-user references.



30,000 +
agents active in the US

- MANA (Manufacturer's and Agents National Association) lists approximately 7,000 Manufacturers' Rep Firms and 30,000 agents in the US (located in all 50 states).
- The typical Rep Firm employs around 6 people and represents around 10 different manufacturers.

Sustainable success through professional preparation and a systematic process for the search and recruitment of Independent Sales Reps



Our approach is based on a field-proven 4 Step Sales Rep Recruiting Process and is structured in the following steps:

STRATEGY

In a joint workshop with the client, we determine, among other things, the USA product offering, the target regions, the number of sales partners desired and the service and support model. Furthermore, we determine the exact marketing target group, determine which competitor products are an exclusion reason and which tasks the partner should

take on in detail. This briefing provides the ideal profile of our sought-after sales partner.

OFFERING

Just as critical to success as a solid distribution strategy is the future sales partner's approach to professional sales documents. Together with the manufacturer from Europe, we develop a vendor hotsheet to illustrate the innovative power of the products and design an attractive commercial offer for the sales partner.

Finally we recruit independent sales reps with a proven track record to meet the needs of our customer.

SEARCH

We interview commission only sales reps in the pertinent industry, and our customer decides who to hire. **Placement is guaranteed.** Within 90 days from the start of service, we will recruit qualified independent reps with a proven track record of sales in your industry and in your desired territory.



Inmotion has been working for us for 3 years and is building the market for us in the USA. We were able to attract 6 new regional distributors to our products in a short period of time and sales are increasing every year. Good job, Inmotion!

Alexander Kistler, Kistler Maschinen- und Anlagenbau GmbH



We will interview the sales rep candidates, qualify them per your line specifics and potential, and make a formal introduction to the vendor. We guarantee that the defined number of hires will accept your offer, take your line, and execute your Representation Agreement ("sign").

For the recruiting of candidates we use sales rep placement resources, such as our own extensive sales rep database and the extensive recruiting networks of our partners.

CONTRACT

When you are hiring new independent sales reps, the most important thing to get right is the sales rep contract. The sales rep agreements set the basis for your potentially long term business arrangement with every new sales rep.

The sales contract is for the protection of both the manufacturer's rep, as well as the principal. We strongly recommend entering into a formal contract with your sales reps, which will lead to a much better understanding of the obligations that both parties have. A contract will vary significantly depending on industry, but there are several key parts that should be included in every contract.

These include:

Responsibilities – Definition of Independent Contractor -
Compensation and Commissions – Termination – Non
compete – Territory – Product Improvements –
Confidentiality – Liability – Dispute Resolution

Our Service Range

Channel Sales Partner Strategy, Program and Partner Relationship Portals	Channel Sales Partner Strategy Health Check, Program Design and Marketing Kit
Channel Sales Partner Search, Recruitment and Enablement	Create training kit and set up the global partner training infrastructure with digital assets
Channel Sales Partner Marketing Programs	Content Marketing Strategies & Plans and Implementation, Webinar Marketing, Video Marketing, Email Marketing, LinkedIn Lead Generation Program

Inmotion is a technology marketing and distribution company with locations in Chicago, Berlin and Salzburg, Austria. For more than 15 years, we have been supporting technology start-ups and established SMEs in internationalizing through sales partners with the aim of optimizing the performance of the sales partners and maximizing the potential of the products entrusted to us.



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