

Manufacturers' representative

A **manufacturers' representatives (rep)**, also known as **sales agent**, is an individual, sales agency or company that sells a manufacturer's products to wholesale and retail customers.^[1]

When a manufacturer hires a manufacturers rep firm, this usually means that a contract is signed between the two companies, which empower the rep to sell the manufacturer's products as an agent in a defined territory.^{[2] [3]} The products are usually ordered directly from the manufacturer, who then pays a sales commission to the manufacturers rep firm. The commission rate varies according to the market and the product type. It can be anything from 1% to 50%, although a more typical commission rate would be 10% to 25%.

An international manufacturers' representative is responsible for handling inventory, dealing with tariffs, and complying with government regulations.

References

[1] Sales Representatives, Wholesale and Manufacturing (<http://www.bls.gov/oco/ocos119.htm>)

[2] Typical Manufacturers' Rep USA Territory Descriptions (http://www.repsearch.com/content/territory_descriptions.html)

[3] Typical Manufacturers' Rep USA Territory Map (<http://www.repsearch.com/resources/usa.gif>)

Article Sources and Contributors

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