



From the Business Book Shelf
By Dan Beaulieu

[Selling Through Independent Reps 3rd edition](#)
By Robert J. Novick

THE ONLY BOOK ON REP MANAGEMENT YOU'LL EVER NEED.

It's time to go back and visit an old friend a veritable Bible of Rep management, in fact a search on Amazon and Barnes and Noble proves to me that this is the only book on rep management around. Let's think about that for a minute, my unofficial sources tell me that there are will over fifty thousand that's 50,000 independent rep firms in North America. Then count up the number of companies who use reps, the number is huge! You would think that there would be more than one book about rep management. But this is not the case at all. I am stunned by this. Maybe the lack of competition for [Selling Through Independent Reps](#) 3rd edition by Harold Novick has something to do with the fact that he has done such a great job. This is without a doubt the quintessential book on the care and feeding of independent sales reps. In fact if you are a sales manager or the owner of a company that uses reps you need to by this book. If you don't, its' kind of like taking a car trip across America without a roadmap.

Everything you need to know about the rep/principal relationship is here in this book. With chapters on how to choose the right rep firm for your company to building a good working relationship with your reps to guidelines on how to negotiate an agreement with your new reps firm to samples of rep contracts everything is here to help the reader through the sometimes confusing and always critical challenges of finding, signing,

managing, measuring and motivating your reps is here in this book.

There is an excellent chapter on the legal issues and trends that rep relations encompass. As anyone who has worked with reps knows it is good to have a string working knowledge of the way the law works and this chapter really serves as a very clear and understandable primer for this information and is surprisingly readable to boot.

The same can be said for the Appendixes which provide various sample contract guidelines and sample contracts.

As a sales professional who has spent the past twenty five years working with reps this book has been invaluable to me during that time. It is one of the most worn volumes on my business book shelf. During my career first as a sales manager and later as a consultant who makes his living by setting up networks of independent sales reps throughout North America, this is the book I turn to as I go about the business of finding and signing rep firm. I have used it numerous times as I help other companies with their rep issues. In fact I am almost embarrassed to say that when my clients ask me if there is a good book on rep management that I can recommend, I am often tempted to lie and say I don't know of any lest by telling about Novick's book I will put myself out of a job.

So, now you have it, my secret is out. If you want to know how to successfully set up and manage s rep network, you don't really need a consultant, all you need is a copy of Harold Nowick's [Selling Through Independent Reps](#) .

Stonewood Corporate Center
W175N11117 Suite 202
Stonewood Drive
Germantown, WI 53022

Dan Beaulieu, CME, CSE
Don Dawson

Tel: 262.250.9653
Fax: 262.250.0562
e-mail: dbmpcb@aol.com
www.dbmpcb.com