



Best Practices for Writing a Great Ad to attract Independent Sales Representatives

There are some unique considerations when writing an advertisement designed to connect with independent sales representatives.

Make the available territories front and center.

Reps will often have some flexibility in the lines they carry, but they are generally pretty fixed in location that they service. You need to be sure you are providing a list of available territories so the candidate knows immediately if he is in one of those or not.

Identify if your line will be a primary line or likely a secondary line.

Reps generally carry one or maybe two anchor or primary lines. Those are lines that drive most of their time and revenue. Secondary lines are lines that typically are carried because they fill a void for the rep's client base, or they add interest or uniqueness to the sales rep's presentations. Secondary lines typically generate less revenue than primary lines, but they add value to the rep in other ways.

How do you know if your line or opportunity is primary or secondary? Determine the revenue or true revenue potential with your line. For example:

If you sell greeting cards that wholesale for \$2 each with a minimum order of 25, then the minimum order will be \$50. If you pay 20% commission, then with each minimum order, the rep makes \$10. The rep has to sell A LOT of greeting cards to make that work.

Conversely, if you have an online service that is sold for \$60,000 and the rep makes 20%, then the value of that line per client is \$12,000 for the sales rep.

Unless the volume of reorders of the smaller sale outpaces the flat commission per sale of the online service in this example, the online service is the anchor line.

Be short and sweet and specific about the product or service that you are offering.

Your ad is NOT to sell your product or service. There's plenty of time to tell your rep candidate all about your product or service, but when searching for rep candidates, best to keep it short and simple. Sometime like this:

We make software for chiropractic offices. We have been in business for 11 years, and we have a long list of happy clients.

To learn more, go to www.xxxxxxxxxxxx.com

Be clear about the things reps most want to know about.

Beyond a basic description about what you sell, your ad should focus on your company and the potential benefits a rep has in working with you. Here are some examples:

Years in business: 11

Number of clients we've serviced: over 200

Active business in the available territories: Yes

Training: We provide all training via webinar

Leads: We provide all inbound leads in your territory to you

Benefits for our reps: We provide double commissions on your first 3 orders to help get you started.

Commission: 20%

Average sale amount: \$5000

Average time to close: 90 days

Current sales rep who is most successful: earned \$22k last month

Requirements of our sales reps: experience calling on Chiropractic offices, ability to work with web demos, time to devote to carrying a new chiropractic line.

At the 'ad' stage, sales reps want to know that your product or service is good and worthy of their time, that others are making money selling it, and that they can make money selling it.

They want to know what earning potential is and be comfortable that you will train them on what you don't know. You can include some basic requirements, but the goal initially isn't to rule out sales reps. The idea is to rule in as many as possible initially, then meet with them and determine the best fits.

In the world of commissioned sales, there are far more great opportunities than great sales reps. Great independent sales reps are out there working and busy. It's very difficult to grab their attention. Be sure your message is engaging and appealing.