



Health Industry
Representatives Association

Questions You Should Ask a Prospective Rep

Firm Background

1. Are you a corporation, a partnership, or a sole proprietorship?
2. How long have you been in the healthcare business?
3. Are you able to furnish a resume or brochure?

Growth and Future Plans

1. Describe your growth history.
2. Do you operate on a sales plan and budget?
3. What are your growth and continuity plans?
4. How many lines do you currently represent?
5. Are there any product conflicts with our line?

Territory and Markets

1. What geographic territory do you cover?
2. Would you accept deviations from the territories you just described?
3. What do you consider to be your primary and secondary customer type?
4. What type of customers do you contact?
5. Who are your major accounts?
6. How do you cover key accounts?
7. Are your salespeople assigned by account, by geographical area, or by line?
8. Can you provide references from some of your key accounts?

Office / Facilities

1. How many offices do you have and what are their locations?
2. Can you provide your web and email addresses?
3. Do you use electronic data processing?
4. Describe your contact management system.

Warehousing

1. Do you have a warehouse?
2. Do you currently stock items for resale?

Personnel

1. How many people are employed by your company?
2. How many are outside salespeople?
3. How many are inside salespeople?
4. Will you provide resumes/bios of your salespeople?
5. What certifications do your personnel have?

Management

1. Who is actively engaged in the management of your company?
2. What are their backgrounds?
3. What certifications do they have?
4. Is the management team active in sales?
5. Do you have a succession plan?

Membership

1. Is your firm an active member in an industry association?
2. What professional organizations/associations does your firm belong to?

MARKETING SERVICES

Quotations

1. Do you write quotations?
2. Do you make proposals?

Sales Forecasts

1. Do you make sales forecasts, and how often?
2. Are the sales forecasts initiated by you or by the manufacturer?
3. Would you share your forecast with us?
4. How often do you review your forecast?

Market Surveys

1. Do you conduct market surveys for your current manufacturers?
2. What compensation do you think is fair for conducting these surveys?

Sales Performance

1. How do you monitor sales performance?
2. Will you advise the manufacturer of the performance if requested?

SALES PROMOTION

Email

1. Do you have an email program?
2. How many people are on your mailing list?
3. Are they categorized by product interests?
4. Do you have your own company mailer?
5. Are there circumstances under which you would expect your principals to participate in the cost of mailing?
6. Do you have a website?
7. What special services does it offer for principals? For customers?

Trade Shows

1. Do you participate in trade shows?
2. Do you expect the manufacturers to support these with samples?

Catalogs

1. Do you have your own catalog?
2. What other means do you use for sales promotion?

COMPENSATION

1. How do you compensate your salespeople?
2. Do you have incentive programs?
3. Do you have profit sharing?
4. Do you use employment contracts?
5. Do you pay salespeople's expenses?
6. Do you have an insurance program for your employees?
7. What other benefits does your company provide?

SALES TRAINING

Manufacturer-Sponsored Seminars

1. Will you send your salespeople to factory / regional seminars?
2. What expenses do you expect the manufacturer to pay?

Representative-Sponsored Meetings

1. Do you conduct your own meetings?
2. Do you have your own sales performance awards?
3. Do you subscribe to any sales consultant or improvement programs?

Improvement Programs

1. Do you permit employees to further their education at the company's expense?
2. What types of training do you provide to keep abreast of new areas of technological progress?

SERVICE

1. Will you service equipment from other territories?
2. Do your salespeople perform minor service or customer education?

REFERENCES

1. Name of banks?
2. Name of principles?