

Maxima

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RE: Manufacturer's Representatives (Agent's / REP): What we are and how we work together

Effectively getting to market is critical for all manufacturers today. Having a good manufacturer's representatives like Maxima is essential for long-term success.

All aspects of the relationship between Maxima and the Manufacturer's and Customers we work with, including engineering support, application support, quotations support, warranty service support, marketing and sales, is a joint effort with both Maxima and our Manufacturer using the same playbook.

Maxima, offer the best value to our Manufacturers and our customers.

Self-Management - As independent manufacturer's representatives, we manage our own businesses, simplifying our manufacturer's job and reducing their costs.

- Competence – Maxima's people are professionals who have an understanding of Engineering, Products and their applications.
- Self-Motivation – Maxima is an independent and highly motivated business.
- Well established - Maxima has long-term relationships with our customers. This enables you to have immediate access to personnel and information relative to the specifications and sale of the product we represent.
- Stability – Maxima is financially successful and a stable business partner.
- Continuity – Maxima is a professional business that will continue to service our local markets for many years. Our firm has been a part of the electrical market landscape in our territory for over **60 years**.
- Your interests are guarded - We uniquely occupy the role of representing the interests of both the customer and the manufacturer. We have relationships that go far beyond just the equipment as well as insight to the way our customers think and do business.
- Associated products – Maxima is already engaged in the sale of products and services that are directly associated with, but not competing with our other manufacturers. This results in generation of new opportunities.
- Shared resources – Maxima has technically associated products, this means we are in front of the project at the design and proposal phase, for all of our manufacturers simultaneously. This relates to a high frequency of customer opportunities.
- Support Team – Maxima has established inside support teams in place with support systems. This allows us to better track and follow up on all projects.

THE REP FUNCTION

Manufacturer's representatives are independent professional providers of field support services to the manufacturers we represent. We handle a portfolio of related but non-competitive product lines, working under a contractual arrangement within a defined geographic territory, on an **exclusive basis** within our assigned field of responsibility.

The value that Maxima brings, both to our customers and to our manufacturers, emerges in great measure from the synergy created through the representation of multiple lines. Our product portfolios allow us to present **broad-based solutions to customer problems**. Our **consultative approach** is focused on adding value and stimulates a partnering relationship with the customer, as the application, specification and support progresses through an entire project.

What a manufacturers' representative is NOT:

Unlike distributors, who take title and add cost to the goods they sell, Manufacturer's representatives are not an additional channel, nor are they middlemen or channel intermediaries. **Maxima is the manufacturers' sales personnel in the territory, simply paid on a different basis - commission rather than salary.**

Procedure and Policy

With each of our Manufacturers and Customers, we work jointly to set up a procedure and policy manual or protocol. This need not be an all-inclusive document but rather a road map of how each customer wants us to interface with them. This way each party knows who is the primary contact for what support and additionally who is backup support for that person. With the primary contact and the backup contact copied on all correspondence, you are ensured that all requested information or needs are responded to promptly.

We truly appreciate and respect the relationships we have with all the manufacturers and customers we represent and work with. We do need and want long-term relationships. Continuity is the key to Maxima's success for 60 Years, and our customers know that they can always depend on us. Our new customers must know who they can contact and that they will get the level of service our existing customers have come to expect. We look forward to a long and mutually profitable relationship with all of our customers and the manufacturers we represent.

As the General Manager, you have my personal commitment that if you call Maxima for support and we are not directly responsible for what you need, we will close the loop by getting you in touch with the correct person or manufacturer, even if they are a competitor to our firm. We simply want to earn your business and we know that this can only be done based on trust, our performance and the support that we can provide our customers.

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