

Sales Representative Evaluation Checklist

- Does the representative carry conflicting or competing lines?
- What the representative's commission structure?
- Where is the showroom, if any? How about the warehouse?
- What is the geographical area covered?
- Who is the representative's key account?
- What is the number of salespeople?
- How many years has the representative been in business?
- What type of promotional support is offered?
- How willing is the representative to submit sales-call reports?
- How frequent are the representative's trade-show appearances?
- What is the representative's specialty?
- Has the representative listed all markets covered?
- Can the representative personally interview field sales representatives?
- Does the representative really know the customer?
- Can the representative provide a termination agreement?
- When are commissions paid?
- When are overdue accounts collected?
- What deductions does the representative make for credit losses?
- What rights does the representative have as far as credit rejection is concerned?
- What catalogs or other materials are required?
- Can you appear at sales meetings, to see how things go?
- Will representative buy samples at deep discounts?
- Does the representative warehouse any inventory?
- Can the supply a current list of references?