



## **Who you Gonna Call? An IMRA Rep!**

Many customers only think to call Premium/Incentive reps when they want to run a structured program of some sort: sales incentives, safety programs in the plant or employee wellness, recognition and engagement programs, but reps can provide merchandise for any type of business purpose.

Premium/Incentive reps by definition are manufacturer's representatives for a wide variety of well-known brand name products – usually exactly the type of thing that you might typically go on line or to a retail or wholesale store to purchase. But, all reps are not created equal.

The Incentive Manufacturers and Representatives Alliance (IMRA) is a group of professional representatives and manufacturers that cater specifically to the corporate channel. IMRA is a strategic industry group within the Incentive Marketing Association which is comprised of every type of company involved in incentive marketing, making IMRA reps a valuable resource for all kinds of information:

-When you work with an IMRA rep, you can be sure you're getting the latest information directly from the factory or brand that interests you. IMRA reps are part of the sales team for the factories that they represent and are included in sales meetings that discuss the features and benefits of the products, competitive brand information, which products are being developed, which are being discontinued and more.

-When you are looking for ideas for a particular project or program, IMRA reps can provide you with concepts or tactics that have worked in other areas of the country; they share best practices with their rep counterparts. IMRA reps also draw on the experience that their manufacturer Sales Managers have had with projects similar to yours.

-When you are looking for something that may be outside the scope of merchandise, IMRA reps can be a great resource. IMRA reps interact with the other industry groups that belong to the parent organization, the Incentive Marketing Association (IMA). In the unlikely event that an IMRA rep cannot help with what you need, they can certainly point you in the right direction with the right contact.

-When ammunition would be helpful in presenting a concept to your customers or to Management, IMRA reps can access the appropriate research to support your position. IMRA members are updated on the newest and latest White Papers, research studies and surveys on everything that pertains to incentive marketing, employee motivation and engagement, performance improvement, the advantages of merchandise incentives over cash or like-cash, trends and new concepts to improve business, and more.

Whether you are looking for a few pieces of name-brand merchandise for employee gifts or would like to know more about the latest trends in employee motivation, ASK FOR IMRA! You can locate your nearest IMRA representative by visiting: [www.imraonline.org](http://www.imraonline.org)