



GUIDELINES:

INTRODUCTION OF NEW AND IMPROVED PRODUCTS

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Guidelines for the Introduction of New or Improved Products

Market Analysis:

Manufacturers are encouraged to consult with their representative in the development or improvement of products. Subjects to consider are user's needs, market potential, competition, pricing, sales tools required and methods of introduction.

Sales Training Materials

Written training materials specifically for the manufacturer's representatives are recommended. These provide both for the initial training as well as a future reference sources. Included in this training material should be product uses, features and benefits, selling strategies, list of competitors, competitors prices and a list of realistic competitive advantages and disadvantages. Representatives must be informed specifically when the new or improved product will be available for delivery. Experimental products must be clearly identified as such. Warranties should be clearly defined specifying how costs of repairs, parts, labor and travel will be administrated during the warranty period.

Sales Tools and Advertising

Catalogs, specification sheets and price lists should be provided to representatives in sufficient quantities to serve their market areas. These sales tools should include all pertinent information including product features, benefits, dimensions, weights, electrical and mechanical requirements, underwriter and health authority approvals, installation instructions, and warranty information.

Representatives should be provided with advertising schedules and reprints of advertisements and press releases to assist in merchandising national campaigns in their local markets.

Product Samples

All representatives should be provided a sample of a new or improved product when it is reasonable to do so. Upon receipt, representatives should become proficient in the presentation of the product and expeditiously introduce it to all potential buyers.

A limited number of additional samples should be made available upon request for customer testing. Terms and conditions for shipment of test samples should be announced to representatives at the time new products are introduced. Requests for test samples should be within the bounds of good business judgment relative to the cost of the sample and the sales potential based upon the success of the test.

Introductory Offers

Representatives should make an extraordinary effort to present new or improved products to all potential buyers in the shortest possible time. Manufacturers should consider additional incentives for buyers and/or representatives during a prescribed introductory period.