



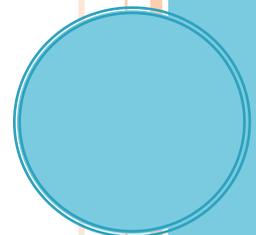
# BIG CONTRACTS, BIG COMMISSIONS

*Monthly Business Report*



COPA

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# Big Contracts, Big Commissions

*Monthly Business Report*

Commercial sales have been slow to recover from the economic downturn, resulting in companies cutting back to just the necessities and hoarding cash in fear of another downturn. This article focuses on commercial sales: hundreds of thousands of products common to every business from your morning coffee to toilet paper to computers to the janitor's broom! (See page 4 for a more thorough list)

## ARE BIG CONTRACTS, BIG COMMISSIONS IN YOUR FUTURE?

You put in the time—a lot of time! You take care of service problems. And, you're in constant contact with customers. But, margins are down and so are commissions. The next round of corporate cost cutting could even jeopardize some longstanding contracts. Now what?



The sales representative's life over the past years has been like a roller coaster ride: From the highs of winning big accounts to the lows of losing it all. The "Winner Takes All" buying strategies employed by large companies 15 years ago has spread to medium and even some smaller accounts. Resellers are even promoting this trend with volume rebates and other loyalty programs, such as "Amazon Prime," to smaller enterprises.

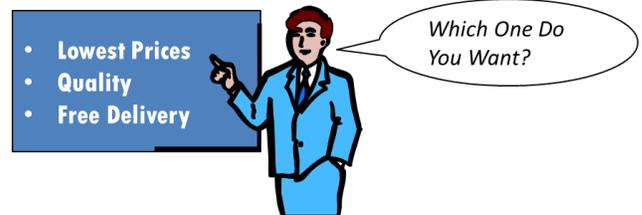
*Strategic sourcing, as powerful as it has been and as effective as it has been for buyers, has largely run its course*

Business-to-business resellers of products and services, with the help of their suppliers, have been falling all over themselves cutting prices and adding products and services at breakeven prices.

## It's time to take control of the discussion

Commercial sales representatives know that:

- Customers are buying the wrong products
- Customers don't need new services
- Customers are not reducing total costs
- Retail marketing doesn't work in commercial sales
  - Lower prices don't mean higher sales
  - There is no such thing as FREE delivery



*Challenge the customer to make decisions. Teach the customer to make it work.*