



An Association For More Than Just Plumbing Reps

While the most visible focus of AIM/R is the plumbing industry, this is not the only sector that benefits from the association. There are a number of related businesses that can also benefit from an AIM/R membership. Those in the heating, cooling, piping and HVAC industries should take a closer look, as well as those repping kitchen and bath products.

When you think about it, there is a great deal of overlap between those industries. For example, just like plumbing reps, most heating, cooling, piping and HVAC reps sell through wholesalers, and when you sell through wholesalers, the issues are pretty much the same. Just as important, the wholesalers themselves are stocking more than just plumbing-related products. They may have heating, cooling, piping and HVAC products as well.

As you may know, the heating, cooling, piping and HVAC reps don't have their own association and there is tremendous value to belonging to an association. When you join others with a common purpose and goal, good things happen. Without a doubt, there is strength in unity.

What do rep associations do for their members? For one thing, they hold annual conferences where you can get together with peers to learn about and discuss issues related to the rep business. Conference attendees leave with solutions they would be unaware of if they were home doing business as usual. For example, do you know how to get a retainer from a manufacturer for doing missionary work in a virgin territory? How about commission protection acts? Many of you probably don't even know these laws exist. Space limits the listing of all that rep associations are doing for their members and the profession in general, but it's a great deal.

Why not consider a membership with AIM/R? You will be joining a great group of professional sales company owners who not only work together to improve the lot of the membership, but are very helpful and supportive of one another.

For more information click the "membership" button on the AIM/R home page, www.aimr.net.