

# BROKER MANAGEMENT ADVICE

## Things you must know

### Recognize their Role

A Broker's role is to get you appointments and ultimately placement. They act as feet on the street to keep an eye on things and to look for sales opportunities whenever possible. You are NEVER their only client, despite you thinking otherwise, and yes, some brokers are better than others.

### Paperwork and Admin

Many brokers will also do the paperwork surrounding promotions and distribution. Let them.

Just make sure to stay copied on all. Explain to the broker, you are in a learning phase and to grow the brand, with heart, communication is vital. It is not micromanaging. knowledge is power.

### Watch the Promotional Spend

A Broker will always want to promote. It is their job and sometimes, you need to. And sometimes, you don't.

Keep an eye on spending, watch all your deductions and make sure to get backup copies of anything from a broker. (Always helpful when matching up deductions)

### Stay Connected

Remember you are one of many in a sea of brands. Don't be obnoxious and stalk them and in the same breath, don't go quiet and assume all is being done.

The broker is an extension of the brand but not an employee, so be mindful of the interactions and emails sent. Out of sight and mind is not any better than being a stalker.

### Set Reasonable Goals

Be S.M.A.R.T in your goals.

- Specific
- Measurable
- Attainable
- Relevant
- Time-Based

A broker that is dependent upon the sales cycle for reviews and placement in brick and mortar. Have reasonable expectations.

### Paying Retainers

The goal is to get your broker off of a retainer and have them earn their worth (ie, sell product)

Check any contracts for lengths and exclusions and make sure to accommodate for all chargebacks and spoils. THIS can make or break an emerging brand.