

AGENTS NEWS

Journal of the Manufacturers' Agents' Association


Summer



Who Runs the MAA Back Office?



Matt Tickle



Ian Law



Marcell
Claassen



Claire
Francis

Dear MAA Members,

A warm welcome to our latest Agents News Magazine.

You might be wondering who the people behind Tickle Community are, so here's a brief introduction of who we are and what we do behind the scenes for the MAA. Some of you might have already met us either in person or on online meetings.

Matt is the Founder of Tickle Community and oversees the back office operations for The MAA.

Ian is the Office Manager and manages the membership renewals, agent searches and the related accounts.

Marcell manages all social media accounts, websites, documents, templates, ebooks and marketing reporting.

Claire is especially adept in strategy, streamlining, organising and presenting seminars, event management, and marketing.

What's Inside This Issue?

70th IUCAB Delegates Meeting

Held in Berlin 18-21 May, it gave the delegates an opportunity to network and attend some insightful talks.

MAA Member Interview

We interview John Burke and ask him about his career as a sales agent and get some advice for new agents.

Hot Leads

See some of the latest opportunities with Manufacturers who are looking for Sales Agents.

70th IUCAB Delegates Meeting Berlin, Germany



A presentation during the 70th IUCAB Delegates Meeting held in Berlin during May 2023.

The 114th MAA Annual General Meeting 2023

The MAA want to thank all the members who attended the recent 114th MAA AGM. It was fantastic to see such a broad spectrum of members there, especially new members who are keen to take an interest in the future running of the Association.

We're looking forward to next year's already.



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Fieldfisher is proud to be a long-term supporter of the Manufacturers Agents Association.

For further information, contact **Larry Coltman**, our agency law expert with over 30 years' experience in agency claims and disputes.

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How is your time management?

Nowadays Time Management is something we all struggle with, however, there are some great apps out there to help with this. We asked MAA Secretary General, Matthew Tickle, what technology and apps he uses to help him manage his time.

Evernote

Digital Notebook

This is a great note taking app that works and syncs across all devices. You can tag your notes to easily find related notes quickly.

One of the best features is the ability to email a note directly into your Evernote notebook.

Visit evernote.com for more info.

AYOA

Mind Mapping

Every now and again it's important to take stock of the various things we have going on in our lives, both at home and at work.

Ayoa is a great piece of software to assist with this. The mind maps are super quick easy to create as your thoughts are flowing.

Visit ayoa.com for more info.



Focus Timer

Pomodoro is actually a technique, rather than an actual app. It is the practice of working (in deep focus) for 25 minutes and then taking a full (away from the desk) break for 5 minutes.

There are so many distractions in today's life and having a timer running down to a 5-minute break will allow you to ignore those distractions and stay focused for that little bit longer.

Visit pomofocus.io former info.



IUCAB 70th Delegates Meeting | Berlin, Germany | 19 May 2023

Matt Tickle, the Secretary General of The MAA attended in Berlin representing The MAA.



Mr. Olivier Mazoyer, IUCAB President, opened the event and welcomed around 100 Delegates, Stakeholders and Guests. He gave a brief historical review of the development of IUCAB.

In addition, the **Secretary General, Mr. Christian Rebernick** presented the economic importance of commercial agents and the greatest successes of IUCAB in representing the interests of the profession.



IUCAB 70th Delegates Meeting | Berlin, Germany | 18-21 May 2022



Prof. Trond Bergestuen from the University of Wisconsin (USA) presented the results of his multinational study on the relationships between commercial agents, their principals and the key variables to make these relationships more successful. He compared both the US with Europe as a whole and the results of the individual European countries from which agents had participated in the study.

“Honored to present my research at the 70th Congress of International United Commercial Agents and Brokers in Berlin... I bring home many ideas for future research projects.” said Prof. Trond.

The National Agent's Golf Society (NAGS) | Annual Open Golf Tournament | May 2023

Electrical Commercial/Manufacturers Agents seldom appear anywhere in the Electrical Wholesale Distribution Channels, even though they represent some of the brand leaders such as Manrose Fans, Kosnic Lighting, Crompton Lamps, Project EV Wiska UK, Doncaster Cables, Rolec, Stiebel Eltron etc. They look after all the sales and marketing on behalf of these companies across the UK directly into the Electrical Wholesalers.

For the last 20 years The National Agent's Golf Society (NAGS) have held an annual Open Golf Tournament which is played in different parts of the country depending on who the Captain is for that year. This year's Captain was Mr Tony Howard from THA (Tony Howard Agencies) and the event was held at Breadsall Priory in Derby.

They are all well known to the Electrical Wholesale Distributors from an Independent Electrical Wholesaler to the CEO's of the Nationals, as many of them have been in the business for over 35+ years promoting products which in many cases end up with significant market share.

Left hand side: Tony Howard 2023 Captain from THA (Tony Howard Agencies)

Right hand side: Matt Holmes, this year's champion from WRA (White Rose Agencies)





The graphic features the MAA logo at the top left. Below it, the text reads 'HOT LEADS MANUFACTURERS LOOKING FOR AGENTS'. At the bottom, there is a dark blue banner with a white telephone icon, the phone number '+44 (0) 1895 605439', a globe icon, and the website 'www.themaa.co.uk'. The background of the graphic shows a person's hands pointing at a document with technical drawings and a calculator.

Here is the list of some of the current opportunities we have with Manufacturers in the UK and Europe who are looking for Agents.

We'll be circulating these regularly via our [Website](#) and [LinkedIn](#) page so please make sure you are following our company page for hot off the press opportunities.

1. **Reference - 64582 Manufacturer - High End Art & Picture Framing**
 - **Principal Location - UK**
 - **Market Classification - ARC1, BUI1, BUI2, ELE2, FLO1, FUR1, HOT1, HOU1, LIG1, MAR1**
2. **Reference - 64753 Manufacturer - Electrical Circuit Protection**
 - **Principal Location: UK**
 - **Market Classification: ELE1, ELE2, ELE9**
3. **Reference - 64649 Manufacturer - Sustainable Fashion Clothing Brand**
 - **Principal Location: UK**
 - **Market Classification: CLO1, GIF1, TEX1**
4. **Reference - 64004 Manufacturer - Modula Bathroom Units**
 - **Principal Location: Spain**
 - **Market Classification: CAS1, LUB1, MAC1**
5. **Reference - 64141 Manufacturer - Metal Recycling**
 - **Principal Location: Spain**
 - **Market Classification: CAS1, LUB1, MAC1**

6. **Reference - 64014 Manufacturer** - Ergonomic Safety Matting
 - **Principal Location:** Canada
 - **Market Classification:** FLO1, SAF1
7. **Reference - 62124 Manufacturer** - Internal Lighting
 - **Principal Location:** UK
 - **Market Classification:** ELE1, LIG1
8. **Reference - 63810 Manufacturer** - Sealants & Waterproofing for Exterior Masonry
 - **Principal Location:** UK
 - **Market Classification:** BUI2, CHE2, RET1, ROO1
9. **Reference - 63509 Manufacturer** - High-End Audio Equipment
 - **Principal Location:** Japan
 - **Market Classification:** ELE2, ELE4
10. **Reference - 61896 Manufacturer** - Office & Patio Furniture
 - **Principal Location:** Spain
 - **Market Classification:** FUR1, OFF1
11. **Reference - 61181 Manufacturer** - Electrical Wholesaler
 - **Principal Location:** UK
 - **Market Classification:** ELE9
12. **Reference - 64672 Manufacturer** - Steel Casting supplier to the Mining & Railway Industries
 - **Principal Location:** Spain
 - **Market Classification:** AGR1, CAS1, MIN1, RAI1
13. **Reference - 64730 Manufacturer** - Outdoor Lighting Controls
 - **Principal Location:** Eire
 - **Market Classification:** ARC1, BUI1, ELE1, ELE8, ELE9, ENE1, LIG1, LOC1, UTI1.

If any of the above are of interest to you, please get in touch and quote the relevant reference number at

info@thema.co.uk

or on Tel: 01895605439

My Career as a Sales Agent – John Burke

(MAA Member Interview)

When did you become an Agent?

I started my own business in 1997 after a natural parting of ways with a world leader in fluid sealing, where I'd been employed in sales for 13 years. I was approached by all the top competitors in our industry to work for them, but I was not inspired as their products were not as good and I did not want to work in the old-fashioned structure of managers etc. as all I had achieved was mainly by my own independent enterprise.

Why did you decide to become an Agent?



I had previously worked freelance in the late 70's so I decided to look for new products to market myself. It was at this time that I attended the small business show at the Barbican in London where the MAA were present - I subsequently signed up as a member.

Over the next few years, I would read the newsletters and contacted a good few companies to possibly work with them as an agent, some good, some not so and a couple I would have liked to sign up with but was not successful.

I then answered an ad in the newsletter from an agent looking to retire, and wanted to work jointly with somebody for a couple of years and eventually transfer the business to.

(Continued on next page)

My Career as a Sales Agent – John Burke

(Continued-2)

I'm still an agent for these two products from Finland today. So, I have not fully retired, also I have never been a commissioned agent but always purchased the products and resold them, although I do have agreements where I am the agent/distributor.

Joining the MAA gave me access to invaluable legal advice. Wanting to leave my employment, after 13 years I was not prepared to go without some sort of severance. I had a free consultation with an employment solicitor, after relaying all the facts she advised, that I was entitled to minimum of 6 months money. So, I started out with two children of 7 & 10 years old, my wife having just a weekend job, no car (the company wouldn't let me keep the company car, despite it only worth £1000 to them, £3000 to me). I ultimately had 6 months to start making money!

How do you think the life of a Sales Agent has changed?

Obviously, IT communications. When I started, there were no mobile phones, no internet, you spent a day a week phoning around making appointments for the following week. Now, I can't remember the last time I visited a customer!! Although I still maintain the most valuable contact is face > face.

Travel; It would be nice to take a trip with no hold ups, congestions etc. I now drive a modern, automatic car with climate control, automatic wipers, lights etc. How I used to do up to 40K a year in a car with not so much as a sun-roof, tiny washer tank that gave no warning when it had run out of washer fluid. No wash, wipe, headlights etc. I will never understand.

(Continued on next page)

My Career as a Sales Agent – John Burke

(Continued-3)

What piece of advice would you give to all new Agents out there?

Be yourself, play to your strengths, treat people how you want to be treated whatever side of the desk they are on. Positivity breeds, as does (unfortunately) negativity. What goes round comes round you reap what you sow. If you would like me to elaborate on this by recounting incidents I would be glad to. Know what you want from your business and plan accordingly. I decided to pursue niche products, not high volumes but good profits (turnover is vanity, profit is sanity) I have never had huge turnovers or made masses of money but have had a comfortable sustainable living for over 20 years. Never borrowed from the bank or paid a penny in interest to a credit card company. I enjoy very good health at 71 years old ,some of that down to favourable genetics, but also not enduring unnecessary stress, running around being a busy fool. I am not suggesting everybody should follow my path, but be aware of what you want to achieve and plan accordingly.

What's the most memorable moment during your career?

1998 driving up the M23 with the first order from a brand new customer, for my new product to my new business. There has been many others.

The MAA has a Member Referral Scheme

For every member you refer you will receive a £30 M&S voucher upon their successful registration. All you need to do is provide us with the name of the person you have referred to us and ensure they provide your name and membership number at registration and we'll do the rest.



It just leaves us to say thanks to all the new members who joined in the first half of 2023 and of course, all of the members who provide continued support by renewing their membership every year.

We look forward to continuing to support you in the remainder of 2023.

- Adam Oldham ➤ Gary Simmons
- Brian Banks ➤ Brett Shead
- James Wright ➤ John Irving
- Anthony Packer ➤ Paul Talbut
- Sarah Ferguson ➤ Gordon Mathieson
- Sue Brayshaw

We
need you



*The MAA are looking for
enthusiastic and dedicated
members who would like to be
more involved in the MAA.*

*We are looking for
**COUNCIL MEMBERS &
AREA ADVISORS***

INTERESTED?

EMAIL US AT

INFO@THEMAA.CO.UK

MAA
SINCE 1909
The Manufacturers' Agents' Association

*DO WE HAVE ANY
RECENT CHANGES TO
YOUR DETAILS?*

Have you recently moved or changed your phone number and/or email address?

Working in new market sectors or changed market sectors?

Please let us know to ensure your data is up to date to make the most of your membership.

Email us at info@thema.co.uk

Call us at 01895 605439

In Memoriam – Donald Pike

Donald Pike, a past President, and long-term Council member, of the Manufacturers' Agents' Association of Great Britain and Ireland has passed away, aged 87, after a brief illness caused by prostate cancer. His widow, Sonia, is completing their planned move from their remote home in the east of England to be near her family in Thatcham, Berkshire, and Donald will be buried there.

[Three MAA Presidents in picture, from left to right:

Donald Pike, Carl Haydon, Paul Wakeling]



In Memoriam – Ken Edén

We would like to inform the Trade of the sad passing of Ken Edén last year.

Ken was a great salesman, agent, and colleague.

Sadly, missed by many.

RIP Ken you will be missed by everyone.

[Photo of Ken Edén]

