
AGENTS NEWS

The Journal of The Manufacturers' Agents' Association



President's Foreword

Dear MAA Members,

It was an honour to take over the role of President of the MAA last June and I would like to extend my gratitude, as well as that of all the members, to our outgoing President, Mel Kendrick for all his endeavours during his tenure.

This is also a good opportunity to say a big thank you to our outgoing Secretary General, David Johnson and to thank him for all his years of dedication and support to both the MAA and to IUCAB.

We have all been navigating uncharted waters throughout the pandemic and there are not many sectors or industries that have avoided suffering in one way or another.

Hopefully our members have managed to find a path through and have come out with their businesses intact, although probably somewhat bruised. Perhaps a fortunate few have emerged even stronger for the experience?

As agents, we often work alone and at times this may seem lonely. Please remember that the MAA exists to support our members and we are only a phone call away. We are all agents and sometimes it can be beneficial to talk to others who may have already experienced the same issues that confront us, or who may at least assist us to see things in a different way.

It may be a cliché but it is so true; **"Success is a journey not a destination"**.

I recently came across an interesting quote from the great American basketball player, Michael Jordan:

"I've missed more than 9,000 shots in my career. I've lost almost 300 games. Twenty-six times I've been trusted to take the game winning shot and missed. I've failed over and over and over again in my life. And that is why I succeed."

Wishing all members every success - let's stay strong!

Regards

Mike Hart, President

21st June 2022

What's Inside This Issue?

George Hayward Award

Noel Kelly of Creva International wins the 2022 George Hayward Award.

Hot Leads

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

Meet the Team

We start a new series interviewing the members of the MAA Team. In this edition we interview Claire Francis.

Support Our Affiliates

We have several MAA Affiliates advertising their services here which they offer at a special price to MAA members.



Face to Face Event – March 2022

On 31 March 2022 we held our first face to face event in London after the pandemic. The event was a great success thanks to everyone who attended. We think it's fair to say that good fun was had by all.

The presentations were engaging and enlightening, the food and drink plentiful and the networking extremely successful.

We'd like to thank the MAA Affiliates,

- [Loop Solutions](#),
- [RIAABG](#),
- [Fieldfisher](#)
- [Sales People's Charity](#)

who presented on the night and also the two MAA Affiliates who sponsored the event; [Fleet UK](#) and [RA Davies](#)

Make sure you stay up to date via our [Website](#) and [LinkedIn](#) page as we will be hosting another event later this year and look forward to seeing you all there.

<< *Pre-Event Movement & Meditation*



Noel Kelly wins the George Hayward Award



We are delighted to share with you that MAA Member **Noel Kelly**, of [Creva-AgriComfort International Ltd](https://www.creva-agricomfort.com), has won the prestigious International Commercial Agent of the Year and 13th George Hayward Award.

In March 2022, the Executive Committee (ExCom) of IUCAB met in Marseille where the ExCom casted their votes for this year's winner of the IUCAB George Hayward Award. Various applications have been received from the IUCAB Member Associations. It has been a very close race between the nominees.

The International Agent of the Year 2022 is Mr. Noel Kelly, owner of the Creva-AgriComfort International Ltd, Ireland. The trophy was presented to him during the IUCAB Delegates Meeting held on 27th May 2022 in Limassol, Cyprus. The agency is based in Galway, has 10 employees, represents eight global principals of quality products and works in the field of premium cow and calf comfort/welfare products. The agency's activities reach from the



We Speak the International Language of Sales

United States to Europe, the Middle East to Asia. The key for the success of Creva-AgriComfort International Ltd is connecting pedigree products to responsible farms around the world and to enable them to build a better everyday life for cows and farmers.

"All good relationships are based on trust, loyalty and 'doing the right thing' [...] our reputation is based on good faith and fair dealing - transparency - advocacy and honesty.", says Mr. Noel Kelly.

A huge congratulations to Noel and his team from everyone at the MAA and a huge thanks to **IUCAB** for selecting Noel as your worthy winner.

Sources:

- [The MAA website](https://www.themaa.co.uk)
- [IUCAB Article](#)

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Meet The Team



First in a new series in the *AgentsNews* Newsletter where we'll be presenting the members of The MAA team.

CLAIRE FRANCIS is well-known in the MAA ranks as she will most likely be one of the first, if not the first person, to get in contact with new members and then subsequently deals with any queries the members have.

Claire recently hiked the *Il Cammino - Calabria Coast to Coast* in Italy, here's her account.

Wow! I have just returned from a epic 5 day hike across Calabria in the south of Italy. Having spent a lot of time in Calabria over the last few years, I wanted to explore this little known part of Italy further.

This is a newly created 55km trekking route which traverses the mountains of Calabria from the Ionian Coast to the Tyrrhenian Coast. and I thought it would be a great way to travel into the interior of the region, meet locals in remote mountain villages and learn more about the Calabrian traditions and cultures.

In the beautiful Ionian town of Soverato, we registered as the 318th and 319th persons to walk this trail

We headed off an initial 5km walk along the Soverato seafront and after a 600m ascent up a mountain road arrived at 9pm at the mountain village of Petrizzi.

The 2nd day was an early morning with a cold, outdoor shower. Then out

through the woods and fields to the next village of San Vito Sullo Ionio, it was a short, pleasant walk of a 7km with a mere 100m ascent where we arrived lunchtime.

The next day there was a freak storm with thunder, lightning and torrential rain making it too dangerous to walk.

But, the day after was perfect and we tackled a 700m ascent over a 7km distance to reach the summit of the mountains before traversing the mountains and descending 700m over a 7km distance to the stunning mountain village of Monterosso Calabro...this included trekking 3 hours through forest and alongside rivers.

The final day we had a brutal, shadeless 24km to the Tyrrhenian Coast and the beautiful town of Pizzo. The morning coolness tempered this with first 8km being an undulating stroll down through fields and alongside rivers ending at Lake Angitola, which is a WWF sanctuary.

Eventually we had the twinkling deep blue Tyrrhenian Sea beckoning. An amazing experience, stunning scenery and landscapes, beautiful old mountain villages, the most friendly and hospitable locals and a chance to immerse myself in the flora and fauna of Calabria.



MAA Agent Training Programme Now Certified by IUCAB



Globalisation and technological communication tools require ongoing adaptation by commercial agents and independent sales companies to their constantly changing function through the use of available educational opportunities in order to be well equipped for reaching the highest level of performance. The IUCAB Expert Group worked out a training frame with different training modules for the Member Associations. The objective is to harmonize training, to encourage the commercial agents and all interested persons to attend these training courses and to give them an certificate granted by their member association and validated by IUCAB.

The MAA is very proud to announce that our Agent Training Programme was recently certified by the IUCAB Training Standards Committee. If you are interested in getting involved in delivering or receiving Certified Agent Training Programmes please register your interest [HERE](#)

Photo Competition

The pandemic and the subsequent hot weather has gotten everyone creative about their work spaces and work locations - we'd love to know how everyone adapted to all these challenges.



Send us a picture of your unusual work place/space and the most unusual will win a six (6) months free membership.

[EMAIL](#) us your pic.

Example above is from Claire working on the ferry to France.

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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 - 61596 Manufacturer - **Air Cleansing & Filtration**

Location - Ireland
Market Classification - HEA2

2.) Reference - 61582 Manufacturer - **Steel Security Post Box Products**

Location: UK
Market Classification: STE1

3.) Reference - 61181 Manufacturer - **Electrical Wholesaler**

Location: UK
Market Classification: ELE9

4.) Reference - 59912 Manufacturer - **Asbestos Removal**

Location: UK
Market Classification: SAF1

5.) Reference - 59876 Manufacturer - **Air Cleansing & Filtration**

Location: UK
Market Classification: HEA2

6.) Reference - 59490 Manufacturer - **Plastic Injection Moulding Machines**

Location: Europe
Market Classification: MAC1

7.) Reference - 61896 Manufacturer - **Office Furniture**

Location: Spain
Market Classification: FUR1, OFF1

8.) Reference - 62121 Manufacturer - **Stone Suppliers for external flooring**

Location: India
Market Classification: BUI2, FLO1, GAR1, HOM1, MAI1, ROO1, TIM1

9.) Reference - 62122 Manufacturer - **Stainless Steel equipment design & manufacture**

Location: France
Market Classification: CON1

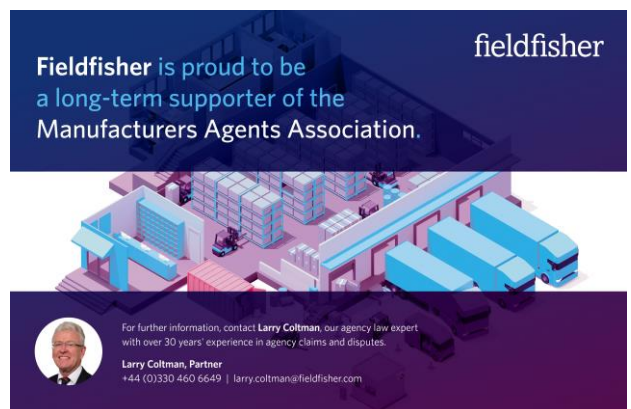
10.) Reference - 62124 Manufacturer - **Internal Lighting**

Location: UK
Market Classification: ELE2, LIG1

11.) Reference - 62127 Manufacturer - **Electrical Enclosures**

Location: South Africa
Market Classification: ELE1, ELE3, ELE4, ELE8, ELE9, UTI1

If any of the above are of interest to you, please get in touch and quote the relevant reference number at info@themaa.co.uk or on Tel: 01895605439.



fieldfisher

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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Brexit set to cause further chaos for UK Businesses

By Larry Coltman, Birmingham

Partner: [FieldFisher](#)

Agency Regulations to be abolished?

The Brexit Opportunities minister Jacob Rees-Mogg was recently quoted as telling the cabinet that he plans to introduce a five year expiry date for around 1,500 pieces of EU regulatory legislation. Such Regulations were not listed, but I would be surprised if they did not include the Commercial Agents Regulations. The government made it clear long before the Brexit Referendum that they did not want these Regulations when they openly lobbied the other member states and Commission to abolish them. The MAA and IUCAB through our legal working group lobbied to keep the Regulations and were successful with the Commission.

So it would be surprising if they are not now, after Brexit. on the government "hit list" at some stage. I urge MAA members to lobby their MP's to keep them updated as they offer you protection against wrongful termination without compensation. We all know of many cases where agents bring goods to market successfully and are then terminated as victims of their own success as their principals save money by removing agents once they have all the agent's customers. This is inherently unfair to agents especially if ,as before we had the Regulations in 1993, the agent would receive no compensation. You would think that the British sense of fair play should persuade all governments to keep that protection for agents.

If you fail in your efforts, then the prospect of a "Sunset Clause" whereby the Regulations are abolished within a fixed period of 5 years or less, as currently mooted, seems likely. Many agents who are above the retirement age of 67 have held back from retiring, but are ready to do so once we know for sure the Regulations will be abolished. We must all remain vigilant and watch for signs in a new bill of the abolition with or without a sunset clause. Any plans agents may have to retire can be brought forward to ensure you give the correct notice to retire to enable you to claim compensation on retirement while the Regulations still apply. For now, agents are continuing to reap the rewards of their success long after reaching 67 years old in the knowledge they can pull the plug and retire when it suits them and claim compensation for their efforts and success. Principals will continue to reap the benefit from their customer base after all and will end up in pocket after paying compensation.

Interview with an Agent: 7 burning questions aspiring agents always ask



Interview with Charlotte Barrett of CLB Agency.

We asked Charlotte Barrett (CB) 7 burning questions a Sales Agent usually gets asked by an aspiring Agent. Here is what she had to say...

MAA: How long have you been an agent?

CB: *2 years 2 months*

MAA: What made you become an agent?

CB: *No ties to one brand and freedom to work with different clients.*

I also wanted to work with established brands as well as up and coming

brands that I could help develop across the Midlands region.

MAA: What has been your biggest challenge?

CB: *The Pandemic - An obvious one but this covered most of my first year and like many people I didn't expect it to close the showrooms as much as it did. Getting displays to customers has been more difficult.*

MAA: What do you enjoy the most about being an agent?

CB: *The flexibility - Being an agent means I can be there when I need to be for my children and I can work from anywhere!*

MAA: What advice would you give someone just starting out?

CB: *Network with as many people as you can. Reach out to customers in your older roles that you might not have worked with recently. You never know how they can work with your new range of products.*

MAA: How has the role changed in the time you have been an agent?

CB: *The role has become predominantly appointment based for face-to-face meetings and lots of interaction and selling through email and phone calls.*

MAA: What do you think is the biggest challenge facing agents today?

CB: *A complimentary portfolio, where you can supply multiple products into the one customer and also finding products that offer something different for your clients.*

WELCOME TO THE MAA



www.themaa.co.uk



ANY RECENT CHANGES TO YOUR DETAILS WE HAVE?

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](#)

The people listed below have joined the MAA over the last quarter and we would like to wish them all the best;

- Stephen Townsend
- Nick Beal
- Tony Kelly
- David Ferguson
- Frank Byrnes
- John Kemp
- Jason Quaife

- Anthony Healy
- Tracey Bowden

We look forward to supporting you on your Sales journey.

If you have any questions about membership, benefits or Affiliates please don't hesitate to get in touch with one of the team at info@themaa.co.uk

Follow our [LinkedIn page](#) and our [Website](#) to keep up to date with information, events and more

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 us to and ensure they provide your name and membership number at registration and we'll do the rest.