



GROCERY MANUFACTURERS OF AMERICA  
MAKERS OF THE WORLD'S FAVORITE BRANDS OF  
FOOD, BEVERAGES, AND CONSUMER PRODUCTS

## **Recommended Universal Commission Reconciliation Guideline**

In an effort to make the agency/manufacturer relationship more efficient and effective, the CFO Roundtable has designed and recommends the use of the attached Commission Reconciliation Statement. The Chief Financial Officers who contributed to this document are:

Jay Fox, CPFIB, W.M.S. We Market Success  
John Harrigan, Benchmark Sales & Marketing  
Cynthia Holmes, Michaels & Associates  
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The CFO Roundtable had two goals:

1. To design a universal tool for reporting sales and commission results between the sales agency and the manufacturer.
2. To make this template and the way it is communicated via e-mail a part of the manufacturer/agency contract.

### Efficiencies and Benefits:

There are several efficiencies/benefits to be gained by both the manufacturer and the sales agency in adopting a universal commission reconciliation statement, outlined below.

### Format:

The Roundtable's recommendation is for the manufacturer to e-mail the Excel spreadsheets monthly to their sales agencies. The attached two documents capture the essential ingredients required for the agency and manufacturer to report sales, commissions, deductions and credits.

### Benefits to the Manufacturer:

- Fewer man-hours answering questions from agencies
- Would aid in resolving billbacks and deductions faster resulting in more timely resolution
- Lower administrative costs through the use of technology to allow for the redirection of resources to increase sales
- Improved agency relations
- All the associated benefits of being paperless

### Benefits to the Sales Agency:

- Fewer man-hours reconciling statements allowing for the redirection of resources
- Faster reconciliation of unresolved deductions
- Allows for verification of sales by customer, by item
- More credible information for reviews
- Improved manufacturer relations