



## **Rettig Engineered Products, Inc.**

### **History**

Rettig Engineered Products was founded in 1993.

It grew out of Erhart Engineering Company. Bill Rettig was with Erhart for 12 years and was Vice-President of that company. REP represents some of the same lines, and many of the company's relationships date back to Erhart Engineering days.

The company specializes in OEM engineered components.

REP currently has 3 outside salesmen in 2 offices.

- The main office is in Cincinnati, Ohio.

Jason Panek works out of Cincinnati. He covers Western Ohio, Northern Kentucky and most of Indiana.

Bill Rettig works covers Eastern Ohio, West Virginia, Southern Kentucky and specific accounts.

- There is a branch office in Grand Rapids, Michigan.

Rob Ellis works out of Grand Rapids. He covers Michigan and Northern Indiana.

Rettig Engineered Products is a Subchapter S Corporation. It is profitable and has no bank or other outside loans.

- In 1994 REP was a \$4,600,000 company.
- In 2002 REP was a \$7,800,000 company.
- In 2007 REP was a \$23,000,000 company.
- In 2008 REP was a \$31,000,000 company

## How we operate

The outside salesmen are all equipped with laptop computers that contain a database program that allows synchronization of information between the laptops and the office server.

- All salesmen work from a weekly call plan that is submitted to me in advance
- All sales calls are recorded in our database program and reviewed by me at the end of each week.
- I reviews the previous week's results and plans for the coming week with each salesman on Friday.
- Each salesman receives a quarterly commission statement and check.

All computers and software were replaced in 2008.

### Software

- Windows XP Professional version 5.1
- Goldmine Corporate Edition, version 7
  - This is our main program; most of our work is done through this software.
  - The database contains over 10,000 contacts.
  - Faxes, e-mails and letters can be generated directly from Goldmine and a copy of the document is retained in Goldmine under the contact's history file.
  - Sales calls are also recorded.
- RPMS, version 7
  - This provides real-time sales data that can be accessed by the salesmen when they are on the road.
- We also use Word, Excel, PowerPoint, Quickbooks, Adobe Reader, Volo View (CAD viewing software) and Photo Editor.

REP's website (with hot links to our principals' websites) can be found at [www.rettiginc.com](http://www.rettiginc.com).

## **What REP needs to operate**

### **Sales Information**

1. Copies of Orders  
This alerts the sales force to the fact that parts are on order and allows us to track their progress if necessary.
2. Copies of Invoices  
This lets us know that the product has shipped. It also lets us know to expect a commission payment.
3. Commission Reconciliation Statement  
This lets us know what is being paid. The best of these contain:
  - Sales order number
  - Invoice number
  - Invoice date
  - Invoice amount
  - Customer name
  - Part number
  - Commission rate
  - Commission amount

This information is entered to our system.

### **Factory Support**

1. Quotes and samples on time
2. Literature
3. Parts made to print, delivered on time
4. Excellent engineers that are seen as a resource by our customers.

## **What REP promises**

- To maintain a professional staff
- To represent quality companies
- To adhere to MANA guidelines
- To push ourselves as hard to succeed as we will push you