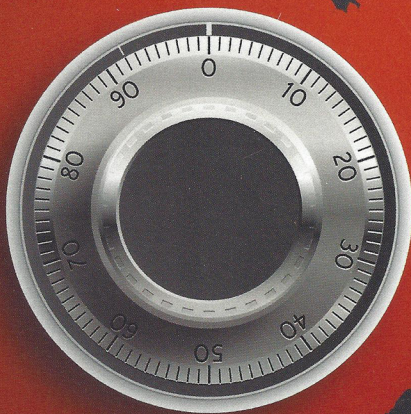


**UNLOCK THE U.S.  
FLUID HANDLING  
MARKET**



Fluid Handling Representatives Association



## **YOUR Equipment. OUR Sales Expertise.**

The Fluid Handling Representatives Association (FHRA) connects global manufacturers with established sales organizations that are skilled in the application of mechanical HVAC, plumbing, and industrial process equipment.

Our membership is made up of over 370 technical sales professionals located in every region of the United States. Connect with us and you have instant access to the entire U.S. market – at a local level – including end-users, specifying engineers, and installers.

### **SELLING IN THE U.S.**

What does it take to successfully sell commercial and industrial fluid handling equipment in the U.S.? It takes an experienced network of manufacturer sales representatives like the members of the FHRA.

The U.S. mechanical distribution chain is unique. Here, manufacturers rely on strategically located sales agencies to market their products to installers, specifying engineers, and end-users. These sales agencies are frequently involved in every stage of a product sale, from system design and product selection to after-sale support.

Manufacturer sales agencies in the U.S. not only drive the sales process, they provide extensive product education and training to their customers.

### **SUCCEEDING IN LOCAL MARKETS**

The U.S. is made up of dozens of highly diverse regional markets, which can be extremely challenging for outsiders to penetrate. These markets have unique climates, cultures, and interests that often create insurmountable challenges for non-local sales agents. That's why the most successful sales networks are made up of sales professionals who are native to these regions but are also accustomed to serving the priorities of large scale manufacturers.

### **ORGANIZED FOR SUCCESS**

Established in 1976, the FHRA is made up of 30 independently owned heat and fluid transfer manufacturers' representatives that cover all 50 United States. Our common link is well-established sales representation of the world's leading fluid handling and heat transfer manufacturers, including Bell & Gossett, Hoffman, and McDonnell Miller.

Members of the FHRA convene annually and officers meet quarterly to mobilize our membership as a continuing force in the successful sales of fluid handling equipment in the U.S. These meetings give us the opportunity to share sales and applications strategies, important industry trends and regulations, and educational topics. They also provide a forum to introduce new product technologies to our membership.





### WHAT THE FHRA CAN DO FOR YOU

The FHRA is the perfect starting point for manufacturers who want to expand into the U.S. market. Collectively, our organization provides manufacturers with:

- A large customer base that includes engineers, installers, end-users and wholesale distributors.
- High-level sales and application expertise in commercial, institutional, industrial, governmental, and military markets.
- Over 370 experienced outside sales experts, as well as inside sales support.
- Over 1 million sq. ft. of warehouse space, currently stocked with over 60 million dollars in inventory.
- Ability to generate tens of thousands of quotes a day.
- Established customer education programs.
- In-house marketing and sales support.
- Regional representation suited to the diverse range of cultures and climates in the U.S.
- An accelerated path to establishing sales representation in every state.
- Diverse product offerings that allow us to provide "system solutions" that include many products in highly cost-effective proposals.

### WHAT FHRA MEMBERS DO FOR EACH OTHER

The FHRA is made up of sales organizations that possess an average of 60 years in the professional sales and application of hydronic, HVAC, and process equipment. Members consistently and effectively leverage this collective experience to enhance:

- Cross-regional selling. Construction projects frequently involve a specifying engineer in one area of the country, a contractor from another, and an owner in yet another. FHRA members with shared lines can work all angles of such a project, helping to ensure their manufacturer is chosen for the project.
- Collective troubleshooting. FHRA members frequently leverage each other's product and application strengths to resolve problems and facilitate solutions.
- Product and application credibility. It's easy and effective to leverage one customer's positive experience to gain another customer's confidence in a product solution. FHRA membership provides an excellent resource for customer testimonials.

### LET'S GET STARTED

Are you ready to begin establishing a U.S.- network for your fluid handling products? The FHRA can help. Contact us today to arrange an initial phone consultation. After we determine your specific sales needs we will immediately connect you with several suitable representatives to interview.

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