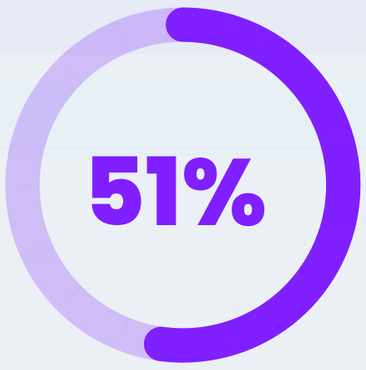
What Makes a Great Rep According to the Retail Staff Report

Each month, ENDVR surveys retail associates on the topics that matter most to outdoor brands and their teams. This month, we asked: what makes a great sales rep — and 630 associates answered.

The results are clear. Store staff value reps who show up to educate, support, and act like part of the team - here's the breakdown their feedback.



Education Drive Trust

of store staff say the most helpful reps are the ones who teach them about new products.

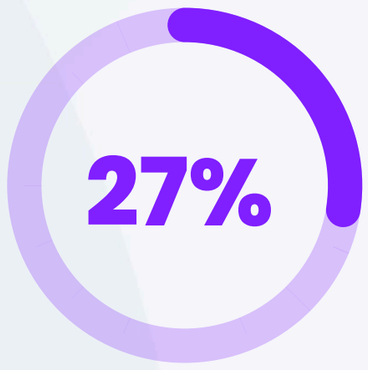
Reps who lead with product knowledge empower staff to make better recommendations — and ensure their brand stands out at the moment of purchase.



Flyers Aren't Enough

of associates say the least helpful reps are the ones who just drop off catalogs or flyers.

Passive visits don't build influence. Associates notice when reps are present, engaged, and offering real value.



Great Reps Feel Like Teammates

say the best reps make them feel like "we're on the same team."

Reps who build relationships — not just pitch products — turn store staff into brand advocates.

What Reps Can Do Better

Be a resource. Come ready to share product knowledge, not just take up space.

Engage consistently. Don't vanish between sell-in and sell-through.

Earn trust. Store staff want collaboration — not a one-way sales pitch.

What Brands Can Do to Support Reps

Equip them with tools. Make training modules mobile-first and rep-friendly.

Enable smarter visits. Let reps track engagement, share updates, and follow up.

Stay visible between visits. Use platforms like ENDVR to keep reps and store teams connected and aligned.

ENDVR Helps Brands and Reps Work Smarter

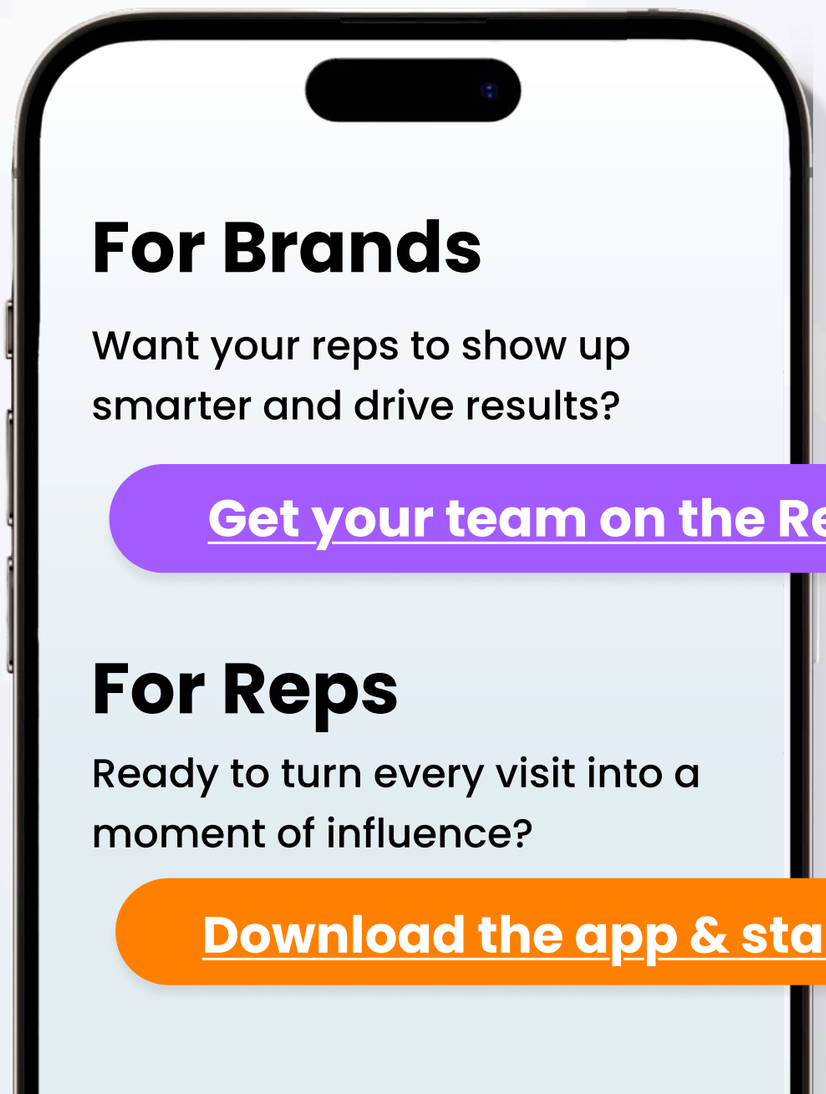
ENDVR gives reps the tools to educate, engage, and influence — right from their phone.

📱 **Train on the Spot**
Deliver mobile-first, bite-sized product education that fits the flow of real visits.

🏆 **Motivate Action**
Run store-level incentives to engage associates and reward top performers instantly.

📊 **Track What Matters**
See real-time participation, store engagement, and rep performance — all in one place.

💬 **Stay Connected**
Keep your brand top of mind between visits and strengthen your presence on the floor.



For Brands

Want your reps to show up smarter and drive results?

Get your team on the Rep App.

For Reps

Ready to turn every visit into a moment of influence?

Download the app & start today