



**Association of Professional
Sales Agents
(Sports & Leisure Industries)**

APSA – Benefits of Membership

APSA is a non-profit making body run by agents for the benefit of agents. It brings its members a number of high value benefits and services including:

- ****NEW** – Specialist Legal Team – From a Legal 500 Top Tier Specialist Law Firm**
- **APSA Website Listing**
- **Access to new Agency Opportunities**
- **Public Liability Insurance**
- **Goods in Transit Insurance**
- **Office Equipment Insurance**
- **Support Helpline**
- **Membership Listings**

1. SPECIALIST LEGAL ADVICE AND SUPPORT

Invariably, when a dispute with your agency occurs, initial legal advice is required to assess the legitimacy of the dispute.

Now forging a link with a Legal 500 Top Tier Specialist Law Firm with National & International expertise in Agency Law and a proven track record – APSA can provide peace of mind support when legal disputes with a principal occur.

APSA also possess a vast library of agency legal questions with answers from a leading specialist Agency lawyer, which provides extensive advice about a diverse range of real life agency disputes.

2. APSA WEBSITE

A website with your details included, acts as a contact point for a Company seeking agents. Our secretariat frequently forwards details of Company's seeking sales agents regionally, nationally or internationally.

Many of our members hold one or more of their best sales agencies which were acquired through membership of APSA .

Equally significant is the recommendation that our own APSA members give to fellow members when their principal is seeking additional sales personnel.



3. PUBLIC LIABILITY INSURANCE

What is public liability insurance?

This type of insurance would cover a business if a customer or member of the public was to suffer a loss or injury as a result of its business activities and if that person made a claim for compensation. The insurance would cover the compensation payment plus any legal expenses.


Why is public liability cover a good thing for sales agents?

Even when a business does everything right there is always the chance of an accident happening. With the right insurance cover, a business can operate knowing that should the worst happen, their customers' property could be repaired, their possessions replaced and their medical costs paid for.

What is covered in a public liability claim?

Policies are usually tailored to the individual business however as a guide, the insurance covers a business's legal liability to pay damages to members of the public for death and injury or damage to property or possessions, which has resulted from the business's activities.

We operate in a society where blame and injury can be can be financially rewarding and of course where unfortunately accidents happen.

<p>Sample rails when erected may offer a head height injury to shop customers, Sample rails and bags could potentially cause injury to children running around a shop.</p>	
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<p>Briefcases, sample bags and sales materials can be fallen over</p> <p>Bags briefly resting by an agent's car before moving into the car boot or retailer premises could cause injury to a pedestrian.</p>	
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Damage to a retailer's premises such as breakage to glass cabinets is a possibility, as is the collapse of retail displays as a result of an agent's carelessness.

An agent could also potentially be sued over the non-performance of his/her products before a counter claim could be made against the Agency/manufacturer.

4. GOODS IN TRANSIT INSURANCE

Peace of mind when you are out on the road!

It is very unlikely that any of a salesman's samples are covered by the Company/Brand, so therefore it is the agent's responsibility to have cover that protects the value of those samples.

"When I enquired a number of years ago my broker could not get cover at all, due to them being Sports or leisure goods with a very high risk! " (Viewed as a similar risk as workman's tools)

Samples are often by necessity stored on back seats of cars, and therefore risk being stolen. Most car insurances will not cover commercial sample loss.

5. OFFICE EQUIPMENT

House insurance is very unlikely to cover all aspects of an Agents' equipment needed to operate the business. APSA have bespoke office, stock in house/garage equipment cover within one of their Membership packages.

6. SUPPORT HELPLINE

A support helpline for business advice covering HR, Payroll, Employment & Personnel, Health & Safety.

7. MEMBERSHIP LISTING

Exclusive listing in the Sports Insight and SGB Buyers Guides as part of the APSA pages.

**TO PROFESSIONALISE AND PROTECT YOUR AGENCY BUSINESS,
MEMBERSHIP OF APSA IS ESSENTIAL**

Please don't hesitate to Contact Carol or one of our Executive Committee Members if you have any questions.

APSA - Exec Committee Members

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