

FOR PROSPECTIVE REPRESENTATIVES

Where will you *fit*?

Edapho sells across twelve sectors. Which ones you sell into shapes who you talk to, how a deal feels, how often deals come, and how much each one pays. Read this before you apply.

As a commissioned representative, you can be appointed in one sector, a few, or many. Some people read this and immediately see three sectors they already have a network in. Some see one they are drawn to. Some want the whole board. There is no wrong answer, but knowing yourself against this list will make your application stronger and your start faster. Each sector name below links to its page on our site: follow them to see how we present each one to customers.

HOW THE SECTORS ARE RANKED

One spectrum: volume and speed, or patience and *payout*.

Most accessible · fast · lower rate

Most specialized · slow · higher rate

TOP OF THE LIST

The most available business, the fastest cycles, and the most customers. Deals come often and close relatively quickly, at a lower commission rate. This is where a new rep builds momentum fast and earns while they learn.

BOTTOM OF THE LIST

Fewer, rarer deals and much longer cycles. Specialized customers and complex sales, at a much higher commission rate. One closed deal here can be worth many deals up top.

Most successful reps work a blend: faster deals for steady income while they patiently develop a few high-value deals for the bigger payouts. Neither end is better. The top rewards hustle and speed; the bottom rewards patience and the ability to run a long, complex sale. You can do both. Exact commission rates come at the agreement stage; this guide is about the work.

A NOTE ON CONNECTION

It can be personal, not just *professional*.

The thing that ties a rep to a sector does not have to be sales experience or an industry background. The strongest connection often comes from having lived it.

Our founder, Erik, started out as a farmer before he became a scientist and built this company. He connects with farmers better than any trained salesperson could, because he has stood in their boots. That lived understanding is worth more than any pitch.

So do not just ask what you have **sold**. Ask what you have **lived**. A person who grew up on a ranch, kept a garden their whole life, hunts every season, or works in a salon already has the most valuable thing a rep can have: real understanding of the customer.

THE TWELVE SECTORS

From most accessible to most specialized.

1 Farm & Field →

- **WHO** Farmers, ranchers, and landowners. Row crop and grain, cattle and livestock, hay and forage, orchards and vineyards, and people stewarding working land.
 - **THE SALE** The most accessible sector. Many customers, constant real needs, grounded and practical conversations. If you can talk to a farmer like a person, you can sell here.
 - **FIT IF** You know agriculture or rural life, or you are simply comfortable with down-to-earth people and build trust quickly.
- www.edapho.com/farm-and-field

2 Home & Garden →

- **WHO** Homeowners and residents who care about their lawn, garden, water, and air, plus the trades that serve homes.
 - **THE SALE** High volume, broad appeal, relatable. Almost everyone has a home. Shorter cycles and a wide pool of customers.
 - **FIT IF** You are good with everyday people and can connect a homeowner's frustration to a solution.
- www.edapho.com/home-and-garden

3 Wellness & Beauty →

- **WHO** Wellness-minded individuals and the businesses that serve them. People who want clean water, air, and products, plus wellness and beauty brands.
 - **THE SALE** Personal and values-driven. These customers care deeply about health and what surrounds them, so the sale is about trust and genuine interest.
 - **FIT IF** You are passionate about health and natural living and connect well one-on-one.
- www.edapho.com/wellness-and-beauty

4 Game & Outdoors →

- **WHO** Landowners and managers who run their land for wildlife, hunting, and the outdoors.
THE SALE Passion-driven. These customers love their land and their sport, so a rep who shares that world builds rapport fast. Steady demand in the right regions.
FIT IF You hunt, fish, or know the outdoors, or connect easily with people passionate about their land.
www.edapho.com/game-and-outdoors

5 Carbon & MRV →

- **WHO** Landowners, operators, and organizations pursuing carbon programs, credits, and measurement.
THE SALE More technical and program-driven. The customer has a specific goal and the sale involves understanding that world. Cycles lengthen here.
FIT IF You are comfortable with a sophisticated, goal-oriented buyer and willing to learn the space.
www.edapho.com/carbon-and-mrv

6 Surf & Stream →

- **WHO** Anyone whose main concern is a body of water, from the smallest farm pond to the coast. Pond and lake owners, aquaculture, waterfront.
THE SALE Focused and specialized. A water problem is often the customer's whole concern, which makes for a motivated buyer, but these are fewer and more particular.
FIT IF You are drawn to water, or can speak to owners deeply invested in a specific water body.
www.edapho.com/surf-and-stream

7 Hospitality & Tourism →

- **WHO** Businesses where people come to stay, visit, or be served. Hotels, resorts, apartments, agritourism, venues, salons, spas.
THE SALE Business-to-business and reputation-driven. You sell to operators who care about guests, safety, and reviews. Longer cycles, bigger accounts.
FIT IF You are comfortable selling to business owners and can tie your solution to guest experience.
www.edapho.com/hospitality-and-tourism

8 ESG & Environmental →

- **WHO** Companies and organizations with environmental commitments, reporting obligations, or stakeholder claims to stand behind.
THE SALE Corporate and consultative. The buyer is often a professional answering to stakeholders, so the sale is longer and relationship-heavy.
FIT IF You can hold your own with corporate buyers and a longer, consultative process.
www.edapho.com/esg-and-environmental

9 Developments & Engineering →

- - WHO** Private builders, developers, and engineers building on or reworking ground, including data centers, solar, and logistics sites.
 - THE SALE** Project-based and technical. Substantial, longer-cycle deals tied to construction timelines, with sophisticated buyers. Fewer deals, larger value.
 - FIT IF** You can speak to builders and engineers and be patient through a construction timeline.
www.edapho.com/developments-and-engineering
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10 Public & Municipal →

- - WHO** Government and public entities. Cities, counties, parks departments, water and utility districts, schools, and other public bodies.
 - THE SALE** Formal, process-driven, and slow, but with large, stable accounts. Public buyers move through procurement and budgets, so these take time and patience.
 - FIT IF** You have patience for public-sector timelines and can navigate formal processes.
www.edapho.com/public-and-municipal
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11 Assets & Investments →

- - WHO** People and organizations whose relationship to land is financial. Investors, funds, buyers and sellers, lenders, institutional holders.
 - THE SALE** Sophisticated and high-stakes. These buyers think in value and risk, often tied to a transaction. Fewer deals, high value.
 - FIT IF** You are comfortable with financial buyers and can run a careful, credibility-driven sale.
www.edapho.com/assets-and-investments
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12 Energy & Industrial →

- - WHO** Energy and heavy-industrial operators. Oil and gas, pipelines, mining, solar and wind, manufacturing, industrial sites.
 - THE SALE** The most specialized and highest-value sector. Fewest customers, longest and most complex cycles, significant deals. Patient, expert selling for the largest payouts.
 - FIT IF** You can hold your own with industrial operators and want the biggest per-deal rewards.
www.edapho.com/energy-and-industrial

AS YOU READ

Four questions to ask yourself.

Where do you already have a connection?

Personal or professional. If you know farmers, builders, or hotel operators, that is a head start, and it counts just as much if you are one, or grew up around one.

What kind of selling suits you?

Fast and high-volume, or patient and high-value? Most reps do some of both, but knowing your natural lean helps.

What are you genuinely interested in?

You sell better in a space you care about. A rep who loves the outdoors will outsell one who does not in Game & Outdoors, every time.

Where do you want to grow?

You might start in an accessible sector to build momentum, then move into higher-value spaces as you gain confidence and skill.

WHAT COMES NEXT

The sectors can grow as you do.

The sectors you are appointed in are set in your representative agreement, and they can grow over time as you prove yourself and as the company expands. Strong reps add sectors and move into higher-value spaces. The reps who excel are the ones we look to first as we build the future of this company.