

Growing Your Business, Virtually

Last month Grainger launched their new catalog with many more SKUs than ever before. What does this mean to electrical distributors? They doubled the number of SKUs that they now offer through their catalog and online to over 16,000!

One effective competitive measure you can take is to expand your offering virtually. The traditional distributor branch stocks about 10,000 SKUs -- Trade Service can help you expand: Our eDataFlex® Catalog Connect is a product that contains 1.6 Million items with 711,000 attributed items with pictures, images, and submittal sheets. Consider the power of telling your customers that they can order whatever the need from you!

And while you are offering everything to some customers, eDataFlex Catalog Connect also has the ability to help you develop niche offerings to selected customers or customer segments. Want to offer a catalog of Energy Star products? Using eDataFlex Catalog Connect data from Trade Service, this is easily doable. Have you considered being able to provide a catalog for just the petro-chemical industry? Or perhaps a safety catalog, or even one that is tailored to a specific customer?

We know business is hard, especially in today's tough economic climate. Working smarter and offering more can help you grow your business. eDataFlex Catalog Connect can help you get there. Contact Mary Melton at 800-710-8987 to learn more.

Historical Price Sheet Assistance

For years, SPAs and other pricing arrangements have been set using historical price sheets. While most negotiations are based on price sheets that have been issued within the past three years, there are times when more historical information is needed, especially if you are researching trends.

Trade Service retains price sheet information for 5 years. Just give us a call, let us know the manufacturer(s) and date range(s) and we'll do the research for you. Just one more way Trade Service is helping you to stay profitable.

Reaching Beyond Contractors

Trade Service connects with more than just 20,000 contractor desktops. Did you know that TRA-SER, the industry's most-used product and pricing service is also used by over 550 industrial, institutional, and government accounts?

They use TRA-SER to help them develop and evaluate bids as well as conduct audits. These companies recognize that they need a tool that has accurate electrical product and pricing information. Hundreds of school districts, universities, city and county governments use TRA-SER. Federal agencies such as the Department of Defense and the General Services Administration also rely on TRA-SER, along with many utilities and municipalities.

Keeping the Channel Connected

- 650 manufacturers
- 2,000,000 items
- 1,400 brands
- 800,000 items with images
- 800,000 items with technical attributes
- 50,000 new SKUs added per month
- 10 new manufacturers added per month (average)
- 2,000 distributor locations on Supplier Xchange™

Reaching Your Customer

- 20,000 contractor / government agency / institutional desktops

TRA-SER SX and Supplier Xchange Update

Hopefully, by now you've heard about our newest service to help you more efficiently provide quotes to your key customers and capture more business.

Supplier Xchange (TM), which is integrated into our new TRA-SER® SX product, is a service where your customer can upload a proposed BOM which is then matched to your pricing for that customer (which you have provided), and the project is quoted. It frees up your staff's and your customers' time, provides an immediate response, and helps your customer develop more competitive bids. You receive notification of each quote submitted and stay plugged in through the entire process.

Last month Supplier Xchange helped contractors and distributors process over \$50,000,000 in bid quotations with an initial average product match rate of over 80%. More distributors and contractors are being added daily, including 40 of the top 50 electrical contractors in the U.S.

TRA-SER SX is the online version of TRA-SER and is available to distributors and contractors.

To learn more about TRA-SER SX, click [here](#) or call 800-710-8987.

To learn more about Supplier Xchange and how you can participate, click [here](#) or call 800-710-8987.

