

## Maximizing Supplier Xchange™ Connections

**Supplier Xchange** is continuing to gain momentum. We've had thousands of contractors request connections to their preferred distributors. These contractors are seeking the convenience of receiving their bid quotes online, to speed up their estimating process. And distributor participants are providing their contractors with real time customer-specific pricing in a secure environment.

We've spoken to distributors who have recognized this as a way to take share, reduce quotation costs, meet their customers' needs, and improve their productivity. What amazes us, however, is that over 33% of the contractor requests go unheeded by some distributors.

What do we mean by this? The contractor requests, online, to connect to a distributor and, for some reason, the contractor is never connected. Perhaps this is due to credit reasons? Perhaps there are other relationship issues? But in soliciting feedback from contractors, the answer seems to be "That distributor never followed up with me."

So, as a **best practice**, we suggest the following: If a customer wants to connect with you through **Supplier Xchange** to do business with you more efficiently, consider it an opportunity. Make sure your credit department, branch managers, or someone else knows that when a customer wants to connect with you via **Supplier Xchange**, it represents an opportunity to do more business with them.

## Rave Reviews



**TRA-SER® SX** and **Supplier Xchange™** continue to receive rave reviews and to become a more integral tool for electrical contractors as well as their suppliers.

- Last month, **TRA-SER SX**, the online version of **TRA-SER** which also includes **Supplier Xchange**, the industry's leading online quotation service, was recognized by **Constructech** magazine's editorial team as one of **2010's Top Products**.
- Effective in March, **Trade Service** announced that its **TRA-SER SX** and **Supplier Xchange** platforms are now more tightly integrated into **McCormick Systems** and **Accubid** contractor estimating systems. By integrating more closely with these systems, Trade Service is seeking to help contractors improve their productivity.

According to Tod Moore, VP Sales for **Trade Service**, "From speaking with our contractor customers we know that they are seeking new ways to enhance their productivity and their profitability. Clearly, through online tools like **TRA-SER SX** and **Supplier Xchange**, these business goals are becoming easier to achieve. And, distributors are benefiting as well as they start to learn more about the estimating software that their customers use. Simply by responding electronically to their customers' requests for bid quotations (with **Supplier Xchange**), they are significantly reducing channel costs while at the same time, increasing their business."



## Match Rates

Matching part numbers to generate bid quotations can be a challenge. The contractor may have one number, you may have another. **Supplier Xchange** helps solve this problem as contractors and distributors both "speak" the same language using **TRA-SER** and **eDataFlex**. In fact, many distributors that are participating in **Supplier Xchange** report match rates in excess of 85%, with some even up to 98% on selected projects.

And for the parts that are not matched? Some of these are specials, but for many others we can automatically cross reference them to the part numbers of the lines that you carry, providing an additional revenue opportunity (not to mention increased service level to your customer).

Our average job request is about 90 line items. And we've had many requests with over 300 line items! Think how long it would take to develop a 300 line item quote. For **Supplier Xchange**, your contractor can have the information in a matter of seconds!

Our goal is to help you gain more business, efficiently.

For more information about **Supplier Xchange**, please contact Bob Stone at 866-561-5942 or by [email](mailto:email).



## Keeping the Channel Connected

- 650 manufacturers
- 2,600,000 items
- 1,500 brands
- 1,110,000 items with images
- 800,000 items with technical attributes
- 1,200,000 items with catalog pages
- 150,000 additional items populated with image data each quarter (product & thumbnail images, catalog pages, install instructions, MSDS sheets)
- 50,000 new SKUs added per month
- 10 new manufacturers added per month (average)
- 2,750 distributor locations on **Supplier Xchange™**

## Reaching Your Customer

- 20,000 contractor / government agency / institutional desktops