# TRA-SER

## FOR ELECTRICAL DISTRIBUTORS

### CURRENT ELECTRICAL DATA AVAILABLE ANYTIME ON THE INTERNET

Access our electrical material pricing so staff can develop accurate estimates or find product alternates quickly so you don't lose the sale.

Close sales faster while increasing the volume. With expanded product descriptions, even an electrical distributor's most inexperienced employee can quickly locate the correct pricing needed to supply their customers. Our electrical supply price lists are easily navigable so in-stock or not, staff can make sales while they have a customer on the phone. Other uses include product research, customized price lists, and submittal information.

### SUPPLIER XCHANGE™

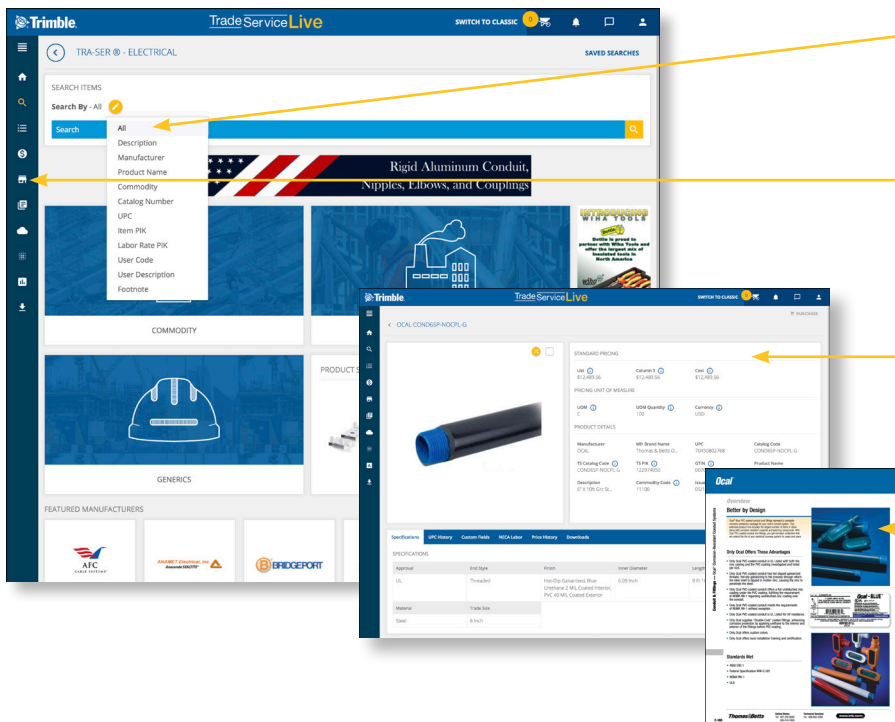Supplier Xchange dramatically speeds the price request process by connecting distributors to customers in real time. It provides a more efficient way of responding to the high volume of price and bid requests and it's **free for subscribers** to TRA-SER® or eDataFlex®.

The process is simple – a contractor electronically submits a list of items to you from their estimating program or TRA-SER®. If you approve them, their list is instantly matched against a pricing file for that customer. Within seconds the list is returned to the contractor with their specific pricing, ready to apply within the bid or estimating program.

Because every RFQ will be electronically responded to in mere seconds, it saves both you and the contractor time, and reduces the likelihood that a slow response costs you a sale down the road. Supplier Xchange helps you have more time to devote to solidifying your relationship with customers.

## Top Benefits

▶ **Sell More Non-Stock** – With our built-in cross-references, staff can easily find alternatives to serve customers' needs while increasing sales volume.

▶ **Detailed Product Data** – TRA-SER® includes prices, yes, but also long descriptions, images, and manufacturer catalog pages.

▶ **Respond to RFQ's in Seconds** – With Supplier Xchange, once you've approved a contractor and set up their price file, any requests they send will be responded to electronically in just seconds.

▶ **Spot Trends** – See what contractors are requesting most using our Supplier Xchange admin tools and reports.



Search the database by commodity, manufacturer, or a host of other options

**Supplier Xchange™** responds to your customer's RFQ's in seconds

Long descriptions, color pictures, price history

Manufacturer catalog pages

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## ADDITIONAL BENEFITS

▶ Access millions of items from over 500 manufacturers with current pricing you don't have to update

▶ Cross-references make it easy for staff to fill orders whether the product is in-stock or not

▶ Multiple search methods and filters get you to the item you need quickly

▶ More data than you get from the manufacturer: Long descriptions with attributed content and high-quality product images

▶ Pricing, product data and catalog pages are constantly updated

▶ Create frequently-used item lists for even faster access

▶ Make note of trends using our price history section

## ADDITIONAL SUPPLIER XCHANGE BENEFITS

▶ Respond electronically to RFQ's with contractor-specific pricing in seconds

▶ Participation in Supplier Xchange is free to TRA-SER and eDataFlex subscribers

▶ You have ultimate authority to decide which contractors are allowed access to your pricing

▶ Customers can ask for alternates, so even if you're out of stock on one item, a replacement can be provided automatically

▶ Fuel your business strategy by keeping track of what customers are asking for most often

▶ Can connect directly into your ERP system, making periodic updates to your pricing files unnecessary

▶ Detailed emails are automatically sent to you each time a customer request is processed so you can follow up personally if you desire

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