

A Gift That Makes Cents In Tough Times



Looking for a gift to give your inside sales organization and customers? Something that will make their job easier?

Consider giving the gift of **Trade Service's TRA-SER** products.

TRA-SER gives your sales organization access to over 2.6 million products, all in one place. This can:

- Replace outdated printed catalogs with space-saving electronic manufacturer material that is always accurate and up-to-date.
- Provide access to more product information, enabling you to better answer questions and know where to go for unique items that your customers ask for.
- Empower your sales staff to provide customers with cut sheets, installation instructions, MSDS information, **Energy Star** status, and much more ... all from one place. The more information they have at their finger-tips, the more they can provide to your customers, making your customers happier and more appreciative of doing business with you.

And like a gift, **TRA-SER** comes in different flavors to fit your type of sales organization.

- **TRA-SER SX** which is a web-enabled version of **TRA-SER** and has more robust features and instant access to copper pricing, industry news, calculators, and electrical formulas.
- Or there is **TRA-SER** in a CD format, which can be provided to smaller branches that may not have high-speed Internet access and to salespeople who may not have remote wireless capabilities.

A Special Gift For Your Customers

Looking for something to give your customers? Here are a couple of ideas:

- **Trade Service's** contractor-based **TRA-SER SX** community is growing, and with it the number of contractors connecting to **Supplier Xchange™** increases every week. In fact, last month, we helped contractors receive quotations valued at over \$300M from participating distributors. So, to help your contractors increase their productivity, connect them to your company through **Supplier Xchange**; let your best customers know you care about their business and that you want to help them reap the benefits of greater quotation productivity. Best of all, the gift of **Supplier Xchange** comes at no cost to either you or any of your customers using **TRA-SER SX**.
- **TRA-SER** is the industry's leading product and pricing resource, used on 20,000 contractor desktops. Why not give a few copies to customers, imprint the CD cover with your name, and give them the gift of electrical material access? Whenever they load the CD, they'll think of you.

Have a wonderful holiday season and thank you for your support throughout 2010. We look forward to helping you further improve your productivity and profitability in 2011.



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 electrical SKUs added per month
- 10 new manufacturers added per month (average)
- 2,800 distributor locations on **Supplier Xchange™**
- Over \$300 million in parts priced through **Supplier Xchange** monthly

Reaching Your Customer

- 20,000 contractor / government agency / institutional desktops



▶ Take a tour



▶ Take a tour



▶ Take a tour