

# THE FUTURE OF ELECTRICAL DISTRIBUTION



## AS TECHNOLOGY ADVANCES, SO DO WE

Every day, technology continues to grow and become increasingly complex. With this growth electrical product manufacturers and electrical distributors become more and more important to the success of the industry as a whole.

It's pretty simple really - as demand increases; manufacturers just don't have the human resources to call on all of their customers directly. And while some electrical products can be sold on the internet or over the phone, manufacturers and sales reps rely on distributors to identify customers' needs, decide on the best products to meet those needs, communicate technical specifications, make recommendations on installations, and introduce new technologies to end-users. Distributors carry multiple manufacturers' products lines to ensure customers have choices to meet their needs. They warehouse many high-use products locally for quicker delivery and provide more personalized services for more complex applications through a knowledgeable and consultative sales staff.

Distributors offer a one-stop source for all their needs - that's a huge time saver! Customers don't have to visit multiple locations to pick up products. Likewise, if end user customers had to meet with manufacturer reps for every product they needed, they'd have to increase their staff and material handling capabilities. That's inefficient and too costly for most businesses.

So as you can see, Electrical Distribution truly is a customer-focused industry. We're building and maintaining relationships with our clients. We're the pulse of the local market, keeping things fast, simple and cost-effective. There's a great future in Electrical Distribution - and now's your chance to be a part of it.

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