

MARKETINGOPOLY for the Electrical Contractor

Helping your contractors grow their business may be your secret weapon to growing your business with them. Successful companies know that marketing is not a game. It requires planning, creativity and a commitment to execution.

In responding to a recent Channel Marketing Group's 2010 Contractor Insights Research report, contractors expressed a desire for more educational programs to support their business growth. The contractors listed product courses concerning the energy market, safety and arc flash as well as business courses covering legal matters, taxation and growth strategies.

Channel Marketing Group has developed a reality based value-added program to share a strategic marketing approach for growth for electrical contractor. The course is entitled, "**MARKETINGOPOLY for Contractors - Mastering the PPP...**"

The course will cover:

- Definition of marketing
- Why is a marketing strategic process so important in today's new economy?
- How to write an effective marketing plan?
- Understanding Your Situation Analysis – What is it? How will it help your business grow profitably?
- Establishing Goals & Objective
- Action Plans that grow your business.
- Forecasting, managing and budgeting marketing projects.
- The key elements that make promotions, truck signage, ads, direct mail campaigns and websites successful as well as ideas to help capture new customers.

This 2-3 hour course is presented in a down to earth style guaranteed to resonate with your customers. Our seasoned 30+ year industry veteran speaker will guide your contractors through a Monopoly™-style (MARKETINGOPOLY) board game designed to grab their attention. A roll of the dice moves the game piece around the MARKETINGOPOLY board landing on the key elements for a marketing discussion. In some cases, the game piece lands on "Chance" or "Community Chest" indicating audience participation. There will be a strong interplay between the speaker and the audience. Real world examples are presented to emphasize key marketing elements to keep the audience engaged and increase retention. A booklet is provided to each student.

Distributors

This program complements your plans to increase brand awareness and market share. The information is designed for contractors of all size and can be tailored to your specific customer base. The session can be conducted as a stand alone day or evening presentation or a course presented at your Open House. You can have one or multiply vendors as sponsors of the event with a mini table top trade show during the break and after the session.

Manufacturers

You may want to sponsor this value added contractor presentation as one of the contractor action plans outlined in your annual marketing plan for your key distributors. The presentation can be customized to include your logo as well as other products/programs you offer the contractor (i.e. – energy audits for lighting or thermal imaging programs to support sales for the contractor). This service can be offered on an exclusive product category basis.

For more information, contact Stan Rydzynski, Channel Marketing Group at srydzynski@channelmkt.com or call him at (516) 319-1191 and let us to help you illustrate to your contractors another reason why they do business with you.

MARKETINGOPOLY

For Contractors

“Investing in your customers success”

Distributor

This program walks the contractor through the marketing plan with real word explanations and examples. The session can be conducted as a stand alone day or evening presentation or a course presented at your Open House. You can have one or multiply vendors as sponsors of the event with a mini table top trade show during the break and after the session. Or, charge a \$50-\$100 fee.

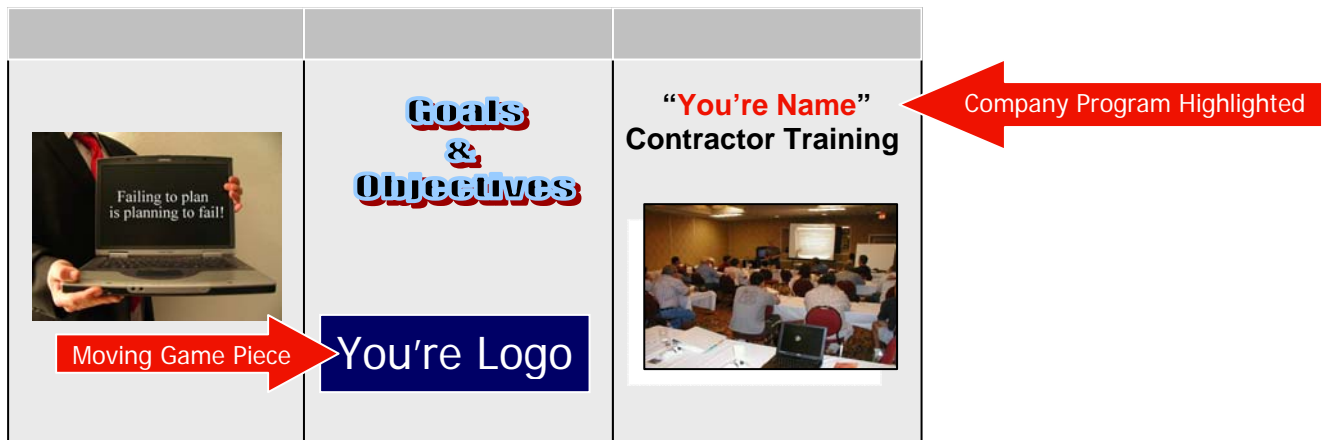
Distributor cost - \$1000*

Manufacturer

The presentation can be used in conjunction with your key distributors marketing plan as a value-added program (stand alone or a program given at an Open House). Or, you can use it as a feature presentation at a local contractor association at their monthly meeting. This exclusive marketing program will be limited to only four manufacturers with no product category overlap. The program would be customized by:

- Adding your logo as the cursor (game piece) that moves around the Marketingopoly game board.
- Featuring your company’s products and/or programs to clarify marketing terms, theory and programs to support understanding of marketing practices.
- In addition, 2 of the game’s (property) squares can be customized to include your company’s promotions, products or programs.

Manufacturer cost - \$1200* (Minimum 10 presentations by end of 2010)



* Plus all travel, lodging and food expenses