

Intermatic Merchandising/Support

Customized Sales Incentives

Regular sales spiffs for sales and counter personnel are designed to motivate the seller and push product at every level. Customized sales support literature can also be designed for local made-to-order programs.

Comprehensive Sales Training

Providing you with the industry's best electrical products is step one. Helping you get those products into the hands of your customer is step two. The best way to make that happen is to supply you with specific information on how to sell and up-sell within our five categories of products. On site or at the counter, Intermatic gives you the answers to frequently asked questions and provides you with good, better and best scenarios and competitive comparisons in order to help you help your customers make the best buying decision.

Motivational Sales Programs and Promotions

Intermatic is a total business partner and backs the sale of its products with innovative programs and promotions at every level, with support provided to distributors, contractors and home builders.

- **The Power-Plus Program** for distributors increases their margins and inventory turns while lowering their transaction costs.
- **The Authorized Installer Program** helps contractors add to their bottom line by up-selling and installing additional products during service calls.
- **The InGenius Program** helps home builders sell upgrades at model homes and in the sales office.

Intermatic also provides a regular selection of promotions that include shipper/displays, product introductions, contractor bonus packs and Intermatic branded merchandise.

Thought-provoking Merchandising

Eighty percent of walk-in customers will buy additional products, if merchandising is done effectively. Sixty-five percent of all purchases are affected by displays and visual graphics. That is why Intermatic has invested heavily in merchandising resources in order to boost your return on investment. Intermatic's Industrial Merchandising program provides you with the support and information you need to achieve maximum results, increase impulse purchases and build effective displays.

Merchandising items include:

- Plan-o-grams
- Header cards
- Floor, wall and counter displays
- Self shipper displays
- P.O.P. displays
- Counter mats
- Banners
- Spec and cross reference CDs
- Product demo and literature CDs

Interactive Web Site Marketing

Intermatic's e-marketing program utilizes the Internet to provide fast, efficient, 24/7 communications with both distributors and end users.

Intermatic's Web site includes:

- Authorized distributor locator
- Authorized installer locator
- Downloadable specifications, wiring diagrams and instruction manuals
- E-mail technical support
- General catalog (downloadable PDF)
- Warranty registration

In the future, a variety of enhancements will be implemented that will include improved navigation, product search by category or model number, competitive product search, ordering of product literature and an events/news page. Also, a new secured-access distributor intranet will provide additional product education and sales training, distributor spec sheets, pricing and promotions, a job-quoting tool and a discussion board.

For more information on Intermatic sales support, programs and promotions, contact your local Intermatic sales representative, visit www.intermatic.com or call 815-675-7000 between 8:00 a.m. and 4:30 p.m. CST, Monday through Friday.