



What Manufacturers Need To Know About Contractor Bidding & How To Gain An Advantage? *Part 2*

If you read White Paper 1 on **How Contractors Pick Products**, you know an important key to winning bids and gaining Contractor favor is to have your products at their fingertips to build their bills of material when estimating. Trying to get material changed after the fact sometimes requires an act of congress and at the least is a time-wasting annoyance. Another consideration is making sure that the information Contractors have comes directly from the manufacturer and has not been erroneously included, excluded or altered by an unaccountable third party. Contractors have been known to lose money and suffer major aggravation when choosing from less than accurate information for product inclusion in their jobs.

How To Gain An Advantage with ESmart's NetPak

To gain advantages, ElectricSmarts Partners have nothing to do unless they wish (and, we strongly recommend) to expand their Marketing Package to include more Keywords. Their exposure will be automatically enhanced and carried over from their already in-place Marketing Packages. *Much more on this later.*



When ESmart's NetPak is introduced, Contractors, End Users and Specifiers will be able to drill down to find your products they need from within the IDW database. That's right. Distributors have had access to accurate Manufacturer data and information since its inception. Now, that information will be also accessible to Contractors and other Customers through ESmart's NetPak.

Just having your information **at the customer's fingertips**, as most Suppliers will now, is a big advantage. Beyond this, positioning your information to be easiest to find and to gain brand recognition will make your products selectable with the least amount of effort. ESmart's NetPak will make that happen.

ESmarts Partner Contractor/Specifier/ End User Presentation Advantages -- Here's how you'll want your products to be seen on the ElectricSmarts Network.

1. Besides general look-ups, **Keywords** will drive searchers directly to Manufacturer products. Because of advantageous list placement, the more Keywords you own in any given category, the easier it will be to find your products and the more apt they are to be selected.
2. Keywords also mean **Key Positions**. While all IDW suppliers will appear in IDW Database, when searching for products, those Manufacturers who own Keyword Positions will appear at the top of this list. Their **logo** will also be prominently seen as opposed to having a smaller, less recognizable, non-partner text link.
3. All Partners are also guaranteed to have their **Smart eCat** present in the system. This, with a simple click, links each product directly to its catalog page.
4. **Partner Videos** – *such as how-to instructions, Brain Banks, 3D product animations and other demonstrations* - will also be presented within the pages of Partner Smart eCat catalogs.
5. All Banners Tower Ads and other opportunities to call attention to and drive eyeballs and traffic to the products of ES Marketing Partners will also be afforded to ES Partners.

The above list is just a few of the new enhanced benefits of being an ElectricSmarts Partner. It is now added to current Partner Packages, and will substantially extend Manufacturer-Partner messages in many ways *through the entire channel - from distributor to contractor and other end users.*

More information? Tel 508 540 9501 [BFloyd@ ElectricSmarts.com](mailto:BFloyd@ElectricSmarts.com)