

# SALES COLLATERAL

SPECIAL SALES PITCH PACKET TO CONVERT COMPETITOR CUSTOMERS





### The Arrow Hart Difference

Current project data at Arrow, Cooper and Arrowlink®. Future Arrowlink® data will be added.  
 (Past Arrowlink® data is provided for comparison only, not product results and no code.)



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### Over 120 Years of Wiring Device Excellence

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**LABOR SAVINGS**

Product	Cost	Time	Percentage
Arrowlink SPD	100	100	100%
Other	320	160	61%

**PRODUCTIVITY**

Product	Time	Percentage
Arrowlink SPD	60	100%
Other	156	26%

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# NO BARRIERS

between you and your customers



+ You Stock  
+ We Stock

YOUR  
Order

ARROW/HART™

## Services Commitment

What you need and where you need it

### Top SKU's

Cooper Wiring Devices commits to provide A-Listers – our top 200 SKUs – on our shelves to ship in 48 hours from our distribution center in Charlotte. If we don't we'll pay you \$50! See the attached list for the SKUs available.

### You Stock - We Stock

Our "You Stock, We Stock!" Program uses our local warehouse in Bloomington California to stock key SKUs for your key accounts. You let us know what's needed for that important job or pivotal contractor and if we can't supply it from Charlotte, we'll stock it in California. *You Stock, We Stock it's that simple.*

## The Perfect...

Opportunity  
Partnership  
Offering  
Blend  
Mix

For your business

ARROW/HART™

## Operational Excellence

Timely and Flexible

### Stock Adjustment

Our combined success revolves around the right inventory mix. In the first year of our partnership, Cooper Wiring Devices' allows 4 stock adjustment returns with no restocking fee. These adjustments allow us to evaluate, modify, and maintain an optimal inventory mix for your market. Our stock adjustment commitment positions us to service your marketplace.

### Order Entry

To account for the time zone difference we're equipping Electorep with system access! This access allows them to place and DROP orders on our distribution center. No more downtime!

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WE HELP YOU MEET YOUR  
**CUSTOMERS**  
WHERE THEY ARE AT

MARKETING FUND

IMAGE LIBRARY

EDUCATIONAL TOOLS

COMPETITIVE CROSS REFERENCE

DIGITAL RESOURCES

PRE-PACKAGED PROMOTIONS

KICK-OFF CELEBRATION

ARROW/HART

## Enhancements

Cooper Wiring Devices offers a full portfolio of sales support and tools from your website to your counter area to a sales meeting. A snapshot of what's available is listed below with an order form for product samples, displays and off the shelf merchandising.

### Marketing Funds

Marketing Funds totaling 10% of load in CWD order for pre-approved marketing activities in the first year. Support includes a variety of merchandising and premiums accessible online to support approved marketing activities.

- Print On Demand  
[www.CWDcustomprint.com](http://www.CWDcustomprint.com).
- Order promotional materials from  
<http://wiring.cooperpremiums.com>

### Image Library

Image library access to our full portfolio of high resolution product images ideal for print ads, catalogs, and websites.

### Educational Tools

### Competitive Cross Reference

Competitive Cross Reference resources are the key to a smooth transition so we offer customized hard copy and electronic versions to support the office and the counter's needs.

### Digital Resources

Cooper Wiring Devices offers a full suite of online resources including a company website feature product, market and solution segments equipped with selling tools like brochures and facility audits.

### Pre-packaged Promotions

We help you move your inventory with prepackaged contractor promotions.

### Kick-Off Celebration

Open House Event to celebrate the completed



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## Cooper Wiring Device Conversion

### Benefits

#### Best in Industry Terms\*

- No Minimum Order
- Freight Prepaid on Orders over \$700
- "No Hassles" Return

#### Stock Lift of Competitive Inventory

- One time competitive stock lift for initial order
- 180 days dating on initial order if value exceeds 2 months inventory commitment

#### Guaranteed Sale

(4) stock adjustment returns with no restocking fee to ensure an optimal mix for your marketplace\*

#### Price Match Guarantee

We maintain your commitment to your customers' satisfaction

#### Marketing Fund

Commitment of 10% of load in CWD order for pre-approved marketing activities\*

#### The Infiltration Team

Our conversion team with switch your house to a CWD house & Open House Event to celebrate with the branch staff and customers

#### Ongoing Tools & Support

We commit to promote our partnership for the long term

#### Multi-tiered Service Commitment

- Guaranteed shipment from our Charlotte distribution center on A-Lister SKUs. If we don't ship you get \$50 bucks!
- You stock, We stock! Local stock of key SKUs based on your needs. You let us know key SKUs and usage we'll load local inventory in our California warehouse
- Order entry up to 5pm west coast time eliminating time zone service delay
- (4) FAST guaranteed shipments for emergency orders\*

\*Valid in year one.

### Requirements

1. Commit to Cooper Wiring Devices' as primary wiring device supplier to stock and promote at least 75% of branch business in at least (4) product families of which at least (2) are devices:

- Commercial Devices
- Industrial Devices
- Residential Devices
- Lighting Controls
- Technology (MediaSync, ASPIRE RF)
- GFCI

2. Complete Conversion Agreement & Playbook
3. Place One for One stock order
4. Commit to promotional support, training, project partnership and joint sales calls

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