



NATIONAL ASSOCIATION OF  
ELECTRICAL DISTRIBUTORS

**Smart Tools for Smart Distribution.**

## **Why Smart Distributors Join NAED**

### **Who does NAED represent?**

NAED represents the best distributors in a wide spectrum of sizes and ownerships, from the small to mid-size independents to the large regional and national chains, privately owned companies, ESOPS, family-owned, and publicly traded companies. More than 90% of the distributors on EW's Top 200 list are NAED members.

### **Will my company "fit" in?**

Absolutely. Just look at the range of distributor companies represented by NAED's last five chairmen. Two come from companies with \$75 - \$150 million in sales, one represents a company with \$175+ million, while two represent firms with \$5 - \$35 million in sales. Some are members of marketing groups; some are not. Even though NAED electrical distributors represent \$31.5 billion in annual electrical sales, 43% of our members have \$10 million in sales. *All electrical distributors find value in NAED membership!*

### **I already belong to a marketing group where I can network and get a rebate check. What will I get for my dues money by joining NAED?**

NAED truly is the "meeting place of the industry" giving you the opportunity to broaden your networking horizons. After all, not every manufacturer belongs to a marketing group. In addition, NAED meetings offer the chance to meet distributors who are not in your particular marketing group.

Will you get a rebate check from NAED? Nope. What you *will* get is a treasure trove of support services, education, research, and relationships to help you improve your productivity, profitability, and sales (*which incidentally make your rebate checks bigger*).

## How can NAED make my company more profitable?

No other organization in the electrical industry focuses so much energy and time working to make the electrical channel and your business more successful. Take a look at this list of projects that we are currently working on:

- standardized **vendor report cards** to help improve vendor performance;
- creating a task force to **eliminate inefficiencies in our channel's lighting segment**;
- sorting out and **standardizing the SPA process** to eliminate errors and help the channel become more efficient;
- **developing a POS/POT standard** that will help manufacturers pay their reps fairly and enable distributors to work with preferred manufacturers to grow sales and increase margins;
- delivering first-rate, **unmatched industry-specific education programs**;
- **conducting research** aimed at helping the electrical distribution channel be more successful;
- holding **conference call education programs** on distributor business practices;
- developing **an education course to explain distributor operations** and profitability to their manufacturing partners.
- **supporting accurate data and electronic transactions through IDEA**. Companies are more profitable because the quality of the data they use is better – and getting better every day. IDX2 alone is cutting distributors' and manufacturers' costs drastically. *(NAED members get a significant subscription reduction for IDEA)*

These are just a few of the big “it takes a whole industry” issues that NAED is working on this year to help your company be more successful and efficient in future. Because that's what NAED does – tackle big, tough issues that you, your company, or your marketing group can't tackle alone.

## Can NAED help me with training?

Yes! NAED continues to be the standard bearer in industry education, funding research that results in courses focusing on inside sales, counter sales, customer service, maximizing your profitability, product application, warehouse productivity and safety, and much more. Plus, now you can get access to education any way you want it, in the most convenient format for your business. In addition to the traditional student materials like workbooks, NAED now offers education via:

- CDs;
- teleconferences/webinars;
- personalized training programs on location; and
- online courses.

In addition to course development, NAED is now focusing on helping you with the biggest challenge of employee training—implementation! The new NAED Learning Center (NLC) is an online learning management system that helps you manage your employee training, develop their curriculum, and track their progress. NAED's popular courses, such as *Maximize Your Profit Power*, *Counter Pro*, and *Warehouse Pro* in addition to NAED's new course, *Distributor Operations For Manufacturers*, are now offered online at the NLC. Manufacturer-provided courses that meet the NLC course quality criteria will be offered as they become approved for use.

### **How much are dues?**

Dues are tiered based on your sales volume and paid quarterly. When paid before the 20th of the billing month, you receive a discount of 17%.  
(See separate dues schedule)