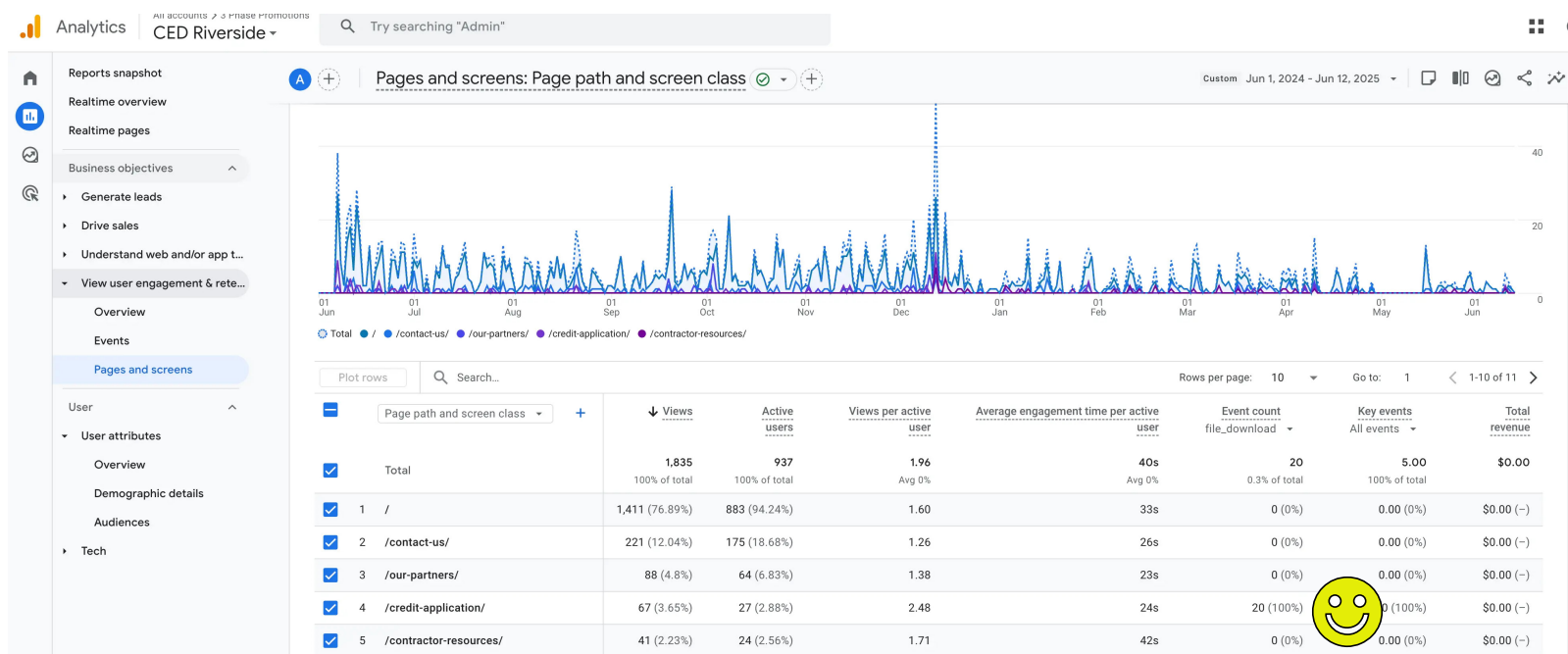# 3 PHASE PROMOTIONS

## Profit Center Website Proposal

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3 Phase Promotions

CED Riverside
20 credit application
downloads in the first year

# Website Outline

There are six pages included with your website by default

## Landing Page/Home Page
  AI Cover Photo with PC's logo and city
  Service. Integrity. Reliability.
  CED's value proposition to the electrical contracting market
  Introduction to any value-added services
  Call To Action to sign up for a credit account

## Contractor Resources
  Square D Digest or equivalent
  Link to NEC 2023 Code Book Digital Access
  EC&M Website
  Voltage Drop Calculator
  Conduit Fill Calculator
  Transformer Configurations
  Electrical Formulas
  Copper Prices
  NEMA Ratings for Enclosures
  NECA Manual of Labor Units

## Credit Application Page
  Includes directions for credit application submission and link to download.
This is a primary conversion metric for obvious reasons

## Portal Registration Page
  This page sells prospective accounts on the utility of having a portal account including viewing statements and making payments online.

## Functional Line Card
  Your top 18-24 vendors with clickable logos linking to their websites.

## Contact Page
  Address, phone number, customer service e-mail and a Google Maps widget. Some PC Managers choose to include a staff list to make call routing more streamlined. Name, position, e-mail and photo if desired.

For the final two pages, you can choose from an assortment of the following options that will apply to managers with certain goals and focuses in mind. Reviewing your Forecast Package if it's been awhile can be a helpful exercise

Product spotlight for any vendor who contributed funds. This can be done a number of ways but may entail a section on the home page linking to new or top products. 3 Phase Promotions will do its best to include imagery of the product in its practical environment - a step beyond simple floating photos of the product itself.

For the recruitment minded, consider a careers page describing the vision you have for expanding your profit center's growth and making your best pitch to sales talent as to why they should come to work for CED. Simply having a 3 Phase Promotions designed website is already a huge step in the right direction.

For those looking to promote foot traffic to their counter, consider a page with an events calendar for counter days and lunch and learns along with pictures of past events. A description of what is on offer on a typical day - namely coffee, pretzels, or a popcorn machine can also entice.

A page dedicated to continuing education can show investment in your customers. You can partner with manufacturers like Lutron and Generac to help guys get certified in specific installs. Southwire Solutions University and Harger's Lightning Protection Installation Training are also quality offerings.

Page selling contractors on the features of the CED Connect app and/or ArcLight.

Larger PCs often offer different value-added services including Asset Management Solutions, Prefabrication, Wire Paralleling and others that can be described in greater detail.

Some PCs serve more niche markets and it's worthwhile to dedicate a page outlining how they're best positioned to serve those specific industries.

Lastly, highlights of past projects. This may end up being a content update for you unless you've had a website in mind for some time and have been compiling a portfolio of prior jobs.

Please visit

cedsb.com/pulse-panel

For an example of a product page

# Proposal

6 Default Pages

2 Pages selected from above or your own ideas

4 Square D Product Pages

12 total pages

$7,200

# Game Plan

Should you find the proposal agreeable,
3 Phase Promotions will draft a contract with 25% of the project price due at signing.

Work will begin on the default pages while the Profit Center determines which content it would like for the other pages.

A draft will be submitted to the PC Manager for review two weeks from contract signing with as many subsequent drafts submitted to meet the PCM's satisfaction and the website is finalized.

Steps of the development process will be outlined in the contract.


I look forward to working with you!