



Electro-Federation Canada's  
**Training Module**



**Electrical Industry Playbook:  
An Introduction to the Market, its Players and the Business**

**Discussion Guide for Manufacturers**

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Now that you have completed the Electrical Industry Playbook training module, it's important to connect with your supervisor/manager to confirm what parts of the ecosystem your company participates in. Use this discussion guide to align your company's go-to-market strategy with your learning experience.

**Segments and Players:**

1. What industry segments does your company participate in?

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2. What types of solutions does your company provide those segments, and how do those solutions address each segment's issues?

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3. What players does your company interact with? Specifically, what players will your position interact with and what is your role with those players?

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4. What objectives does your company have with regards to segments or players that you should be aware of?

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**Project Business:**

1. What types of projects does your company typically get involved with?
- a. New Construction (Design Build, Traditional, P3)
  - b. In-plant Automation
  - c. Renovation Market
2. How are your products typically treated on a specification? Are they generally 'specified alone', 'as equal' or as 'generic specs'?

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3. Who in your organization is involved in the design vs. construction phases of projects?

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**Selling Through Distribution:**

1. What types of distributors do you sell through? (full-line, specialty, etc.)
2. What type of distribution policy does your company have?
- a. Exclusive
  - b. Selective
  - c. Broad
3. What segments is your company trying to reach via the distribution model created?

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For the next series of questions, recall the financial concepts and support programs you learned about in Chapter three of the module – you can also refer to the 'Module Overview' in your package:

4. How does your company help a distributor increase sales?

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5. How does your company help a distributor improve gross margins?

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6. How does your company help a distributor with inventory turns?

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7. How does your company help a distributor reduce operating costs?

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8. How does your company help a distributor increase profits?

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Other questions you have for your manager or team members:

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