

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

'Talent Availability' has been identified by our membership as the top game changer affecting the industry. EFC continues to develop programs to assist members with talent attraction, engagement and development.

The Electrical Industry Playbook is an **online training module** for new employees to help jump-start their understanding of the electrical market so they can successfully navigate the industry. This module is also an important resource for existing, tenured employees to help further sharpen their skillsets and advance their industry knowledge.

Empowering your team with training resources provide tangible benefits to you and your team, and ultimately, to your partners and customers.

## The Electrical Industry Playbook includes a complete toolkit of resources:

- + 60-minute online training module with interactive activities featuring key takeaways
- + Glossary of important terminology
- + Discussion guide for learning customization

## Pricing

STANDARD USER SEATS						
Bundles	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5	Tier 6
Quantity	1	50	100	250	500	501+ (with purchase of a Tier 5 bundle)
Total Price	\$129	\$3,500	\$5,000	\$7,000	\$12,500	
Per user	\$129	\$70	\$50	\$28	\$25	\$15

  

LMS USER SEATS					
Bundles	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5
Quantity	50	100	250	500	unlimited
Total Price	\$4,350	\$6,450	\$8,000	\$14,500	\$20,000
Per user	\$87	\$64.50	\$32	\$29	

## Overview

- + Chapter 1: The Electrical Ecosystem (market segments, channel players)
- + Chapter 2: Project Types and the Bidding Process (the project and specification process for new construction; in-plant industrial automation; renovation market)
- + Chapter 3: Selling Through Distribution

## Who Should Take this Program?

Designed for employees across North America in any department (inside/outside sales, counter sales, marketing, quotations, purchasing, project management, customer service...just to name some areas) who need to understand the market, the interrelationships among channel partners, and the bidding/buy/sell process.

This would be an excellent introduction to the industry for new employees as part of an orientation program.

## Details

- + Available online in English and French
- + Duration: one-hour
- + Includes interactive activities to further engage learners and to check for understanding
- + Features various resources: glossary and user manuals (for trainees and managers) to support each learner's journey through the program



## Upskill with EFC's Online Training Module