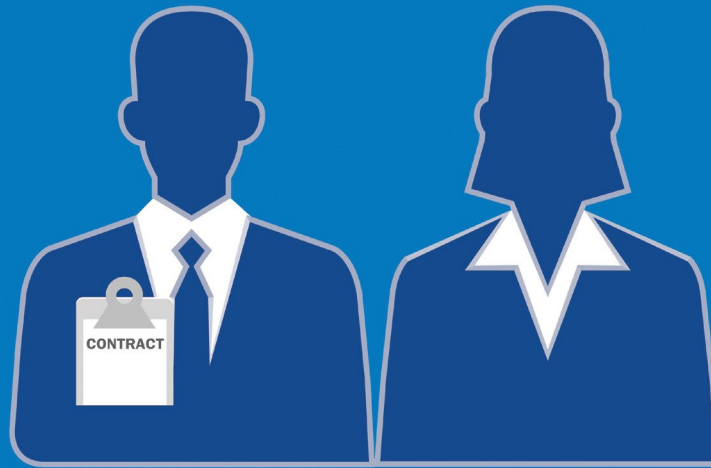


How do you find and win profitable projects in a challenging market?

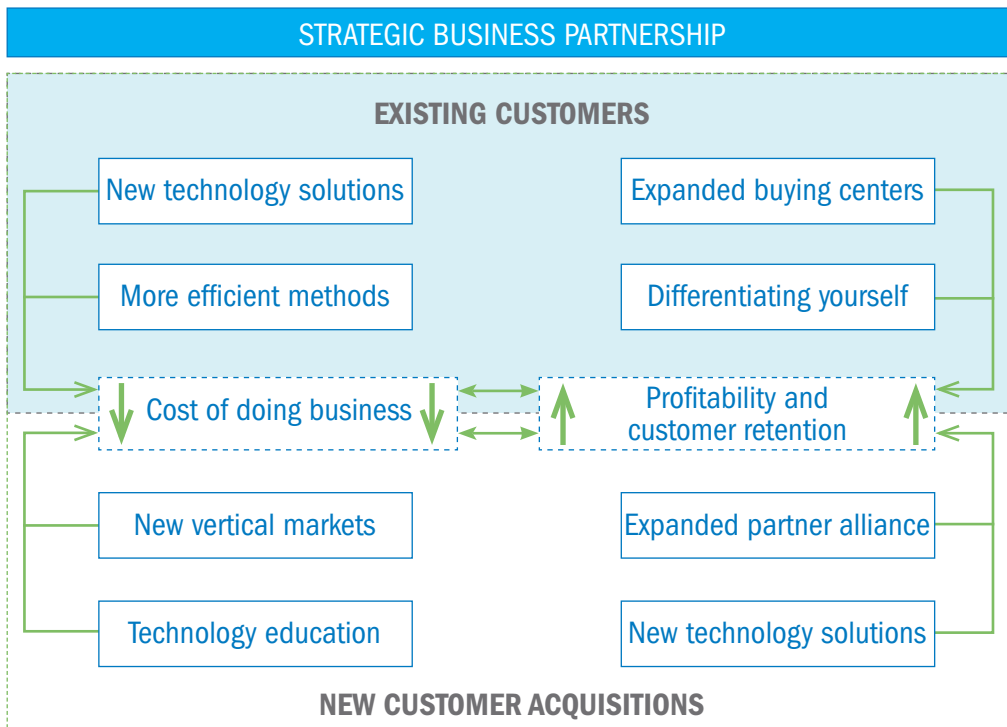


## CONTRACTOR/INTEGRATORS BUSINESS DEVELOPMENT

Strategic partnerships allow you to focus on your business goals while taking advantage of the breadth of knowledge that the industry has to offer. How do you maintain consistent and profitable sales growth across a variety of vertical markets while technology continues to evolve?

### CONTRACTOR/INTEGRATORS BUSINESS DEVELOPMENT CONSIDERATIONS

The diagram below illustrates the various market and business factors that impact the cost of doing business, profitability and customer retention.



#### WHAT WE HEAR

Challenges contractors and integrators face are:



Increasing **COMPETITION**



Cost of customer **ACQUISITION**



Extended **SALES CYCLES**



Changing **CUSTOMER PRIORITIES**



Differentiating **YOURSELF**



Highly educated **CUSTOMER**

It is **6-7 times** more expensive to acquire a new customer than it is to keep a current one.

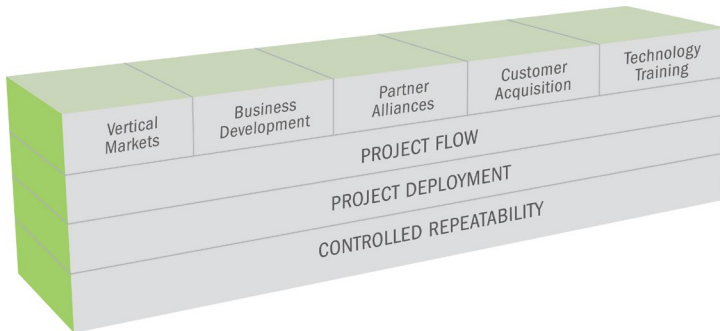
Office of Consumer Affairs 2013

**Anixter as a Partner**  
Channel Solutions

Collaborating with Anixter as a Partner leads to a better understanding of your business development process and helps identify opportunities to partner on new and existing customers.

## DEFINING OPPORTUNITIES FOR MUTUAL SUCCESS

### The Anixter Approach



For the many important aspects of growing a business, Anixter offers a relationship that considers collaboration and partnership to grow new and existing customers.

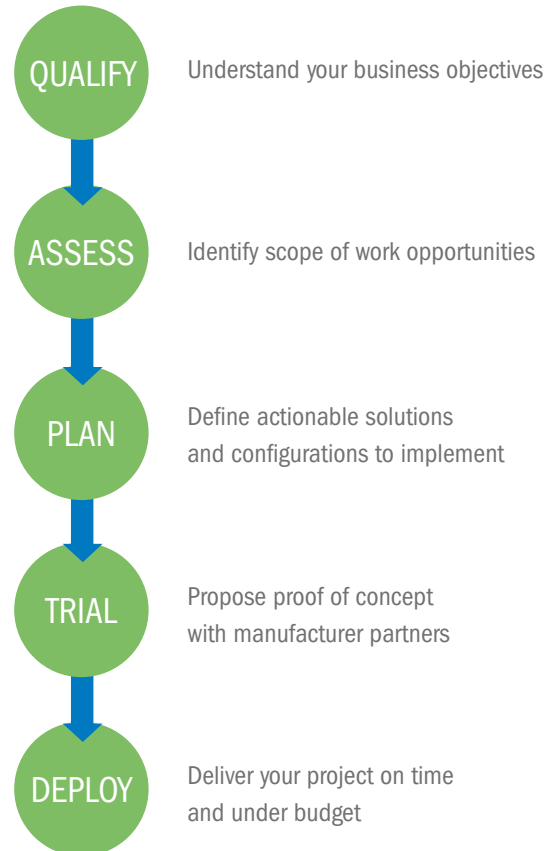
- Vertical markets**  
 Leverage Anixter's experience in a broad range of vertical markets to build business and industry diversification.
- Business development**  
 Utilize Anixter's extensive network of industry relationships to multiply business opportunities in a scalable way.
- Partner alliance**  
 Anixter's supplier and industry relationships offers an ecosystem of both technical and commercial business collaboration.
- Customer acquisition**  
 It is 6-7 times more expensive to acquire a new customer than to keep one. Partner with Anixter to ensure new and existing customer satisfaction by offering the latest technologies and solutions.
- Technology training**  
 Leverage Anixter's expertise to stay up-to-date with technology, products and industry trends and drivers.

## PRODUCT AND DEPLOYMENT SOLUTIONS

Through innovative supply chain solutions and best-in-class manufacturer partners, Anixter distributes enterprise cabling systems, power solutions, enclosures and pathways, professional A/V, industrial communications and control, IT networking, electrical infrastructure, wireless, security and control technologies.

## YOUR PARTNER IN GROWING THE BUSINESS

### Anixter Engagement Process



FOR MORE INFORMATION, VISIT [ANIXTER.COM/PARTNER](https://www.anixter.com/partner)

At Anixter, we enable the connected world. By building, connecting, protecting and powering valuable assets and critical infrastructures, we help to sustain and grow businesses and communities worldwide. We accomplish this by offering full-line solutions, technical intelligence, supply chain expertise and an unmatched global distribution network.