

ORGILL



ARE YOU PRO FOCUSED?

**Covering all the bases to be a destination
for professional tradesmen.**

A SOLUTION FOR TODAY'S CHALLENGES

Orgill can help you provide your pro customers with any of the products and services they need.

What a Pro Wants

Professional customers have a focused approach to retail. They aren't coming into your store to browse around and get ideas. They want quick access to products at a fair price.

Likewise, today's professional contractors and tradesmen are also looking to forge partnerships with the retailers who serve them. They want to do business with a retailer who understands their business and can assist with meeting the expectations of their customers.

This means providing them with the products they need to get the job done, while also having the ability to offer a showplace where they can bring their customers to select the products and finishes for a range of remodeling or building projects.

Orgill has worked to develop solutions for LBM dealers and lumberyards with their approach to retail. This includes the breadth of product you offer, as well as its placement in your store to provide an easy shopping experience and to build transaction value.



"We try to align ourselves with suppliers who have the same business philosophy we do, and that is to understand the customer's needs first, and nothing else matters until those needs are met. The service from Orgill is so much better than other suppliers we have dealt with. They treat us like we are the customer and respond to our needs in any way they can."

Jim Gudenkauf
Sterling Lumber
Westminster, Colorado



Starting With Your Market

Orgill's Pro Source program is focused on the specific professional contractor base of each participating retailer. The process starts by defining each of the trades that are being serviced, and the breadth and brands necessary to be a destination.

In Collaborating, Orgill Determines:

Specifically what types of professionals are shopping your store

- What percentage of your sales each of these groups represents
- What type of needs these pro customers have
- What the consumer potential is in your marketplace
- Where the greatest opportunities for growth lie

Once this research is complete, Orgill will work with you to develop a complete store solution that is built around providing your customers with all the products they need to get their jobs done.

A More Efficient Salesfloor

Whether you want a salesfloor that is designed around the needs of professional customers or one that seamlessly appeals to both consumers and pros, Orgill can make it happen.

Once Orgill has worked to gather data about your market and the opportunities it presents, assortments will be generated and blended with your sales history and a Hardware 101 category analysis, to ensure the store is not missing inventory to complete projects. This will be complemented with a store layout that offers the greatest potential for increasing store traffic, transaction size and ultimately, store profits.

A Focus on the Pro

On the pro side, Orgill has assortments developed to meet the specific needs of the pro shoppers who are frequenting your store. To help meet local contractors' expectations, the assortments are sensitive to tool styles and vendor preferences in regional markets.

A Sampling of Assortments

Below are just some of the customer segments that Orgill offers through its Pro Source program.

- Framing carpenters
- Finish carpenters
- Roofers
- Siding installers
- Drywall hangers
- Cabinet makers
- Concrete finishers
- Brick/block masons
- Flooring installers
- General remodelers
- Punch-list specialists

The assortments for each of these customer segments have been developed using real-world research. Orgill knows what products these customers use, the brands they want and how much they are willing to pay for them.

A Complete Store Solution

Orgill also realizes that pros do not do business like DIYers. Sometimes a store's backroom is every bit as important as the salesfloor. There are times when pros do not even have time to make it into the store.

"Before working with Orgill, we struggled to sell welding items. Through Orgill's Pro Source program and product selection, welding products are now selling very well. Sales have picked up since we fixed the assortment."

Brian Fader

Minor Bros Country Living,
Ontario, Canada

Not only are the categories, assortments and merchandise focused on the pro customers you serve, the endcaps and dump bins, pallet promotions and counter merchandisers are tailored to them as well.



“When I first saw the Pro Source setup, I was really impressed. I have a good deal of experience supplying professional customers, and I didn’t see anything that was missing from this assortment.”

Stan Beckley
BMC
Columbia, South Carolina



That’s why Pro Source goes beyond the boundaries of traditional DIY store planning. With Pro Source, Orgill offers merchandising strategies on how to get the most out of every inch of a store, including a backroom setup.

Orgill can integrate pro-focused concepts with finish design components to create a dual-path retail strategy. This offering expands the retailer’s market opportunities to cater to the contractor and end user alike, featuring a variety of design components from any departments you’d like to showcase.

Pricing It Right

Today’s pros and consumers are more price conscious than ever, so you want to be confident you are priced correctly.

With retailers working harder for every sale, it is equally important that no margin dollars are left on the table.

To achieve this balance in pricing, Orgill offers its Market Specific Pricing (MSP) program, which ensures not only that you are priced competitively within your specific trading area, but that you are also maximizing your margin opportunities.

Bringing It All Together

So whether you are looking for a store set that focuses on the pro, or a dual-path arrangement, Orgill has you covered. The Pro Source program can help you develop a strategy for going to market, design a salesfloor around that strategy and help you implement the plan to achieve maximum profits and success.

For more information on how Pro Source can help you better serve the professional customers in your market, call **John Martin at 800-347-2860, ext. 5407.**