



WALK THE AISLE

BEFORE YOU RUN WITH MIGHTY-B™

The “Walk the Aisle” Campaign is an initiative to get you familiar and comfortable with a process for determining new sales volume opportunities at existing distribution. This campaign is the next evolution of our Go Deep® program and has been recommended and endorsed by our new Rep Product Council.

STEP 1 Identify Product Gaps

Mighty-Tools™

- *Product Code (PC) report by rep sales person:* Use PC report to identify potential product category gaps for incremental sales opportunities. A good starting point are categories with \$0 to low dollars.
- *Specific Product Category Brochures:* Familiarize yourself with breadth of product offering and opportunities.

STEP 2 Identify Competitor Conversion Targets

Mighty-Tools: Walk the Aisle Checklist

- Use the supplied checklist to identify specific competitors by product category.
- Record the specific competitor(s) by product category.
- For product categories, record product catalog numbers for crossover.

STEP 3 Conversion Action Plan

Mighty-Resources™

- Create crossover list utilizing website cross reference tool.
- Get with your Mighty-B VP™ for a plan of attack!

It's easy. Walk the Aisle today!

And run with all the new sales volume opportunities you'll discover with Mighty-B.



WALK THE AISLE CHECKLIST

Account Number	
Distributor	
Representative	

	Primary Supplier	Secondary Supplier	Comments/Competitor Catalog Numbers
Rigid /IMC Conduit Bodies			
Rigid /IMC Conduit Fittings			
Red Fire Alarm Boxes, Fittings			
EMT Fittings			
EMT Conduit Bodies			
Liquid Tight Fittings			
Portable Cord Connectors			
Flexible Metal Conduit Fittings			
Armored/Metal Clad Cable Fittings			
Snap-In Fittings			
Transition Fittings			
Nonmetallic Cable Fittings			
Grounding Products			
Straps, Clamps and Hangers			
Service Entrance			
Voice/Data/Video			
Hazardous Location			
Specialty Products			
Duct Seal			
Expansion Fittings			
Firestop			
Jack Chain			
Knock-Outs			
Red Heads			
Roof Flashing			
S-Hooks			
Swivel Hangers			



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