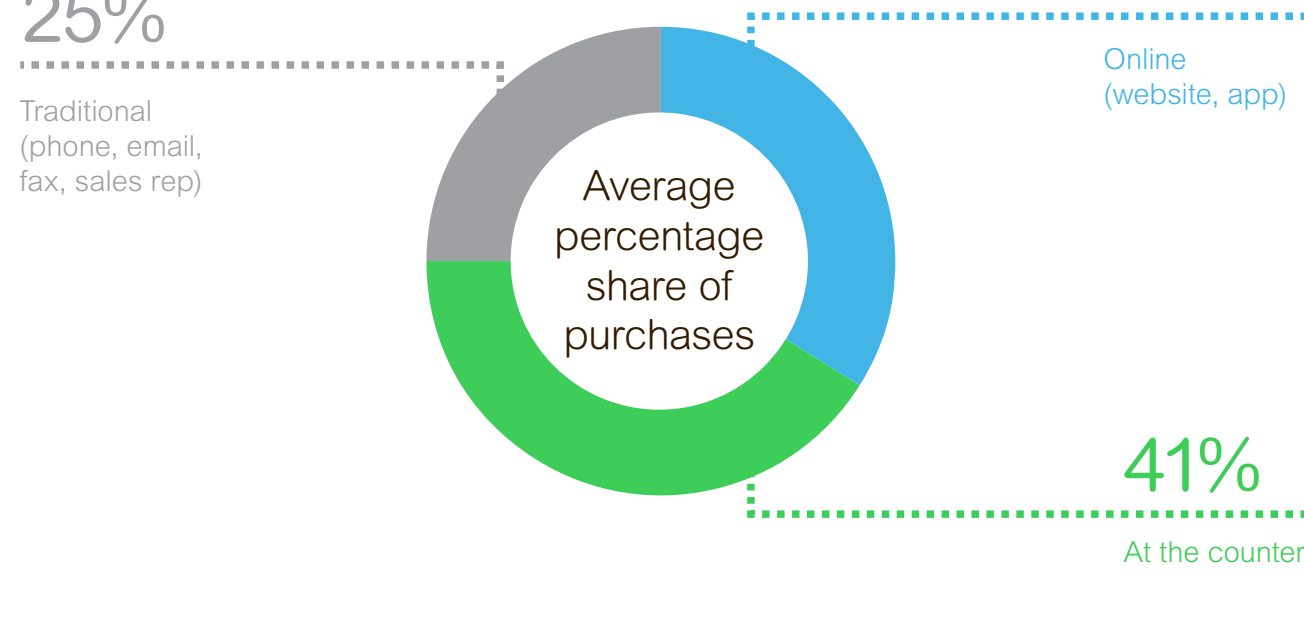


# The Trade Counter of the Future

Exploring the shift from traditional in-person trade counters to blended, multichannel experiences for the electrical installation industry.

Today, trade counters are the top choice for trade customers buying electrical products, handling 41% of purchases. But the purchase journey is changing.



## Multichannel on the rise



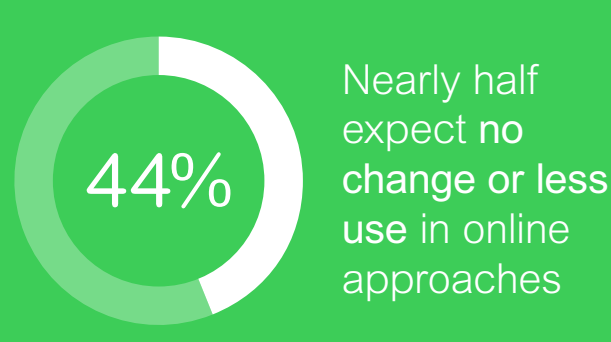
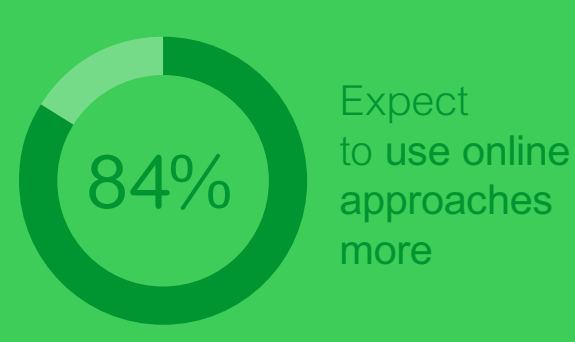
3 in 4 customers expect to use online approaches for ordering and quoting more in the next five years.

## The generational divide

While almost three quarters expect to use online approaches more, not all age groups anticipate the same rate of change.

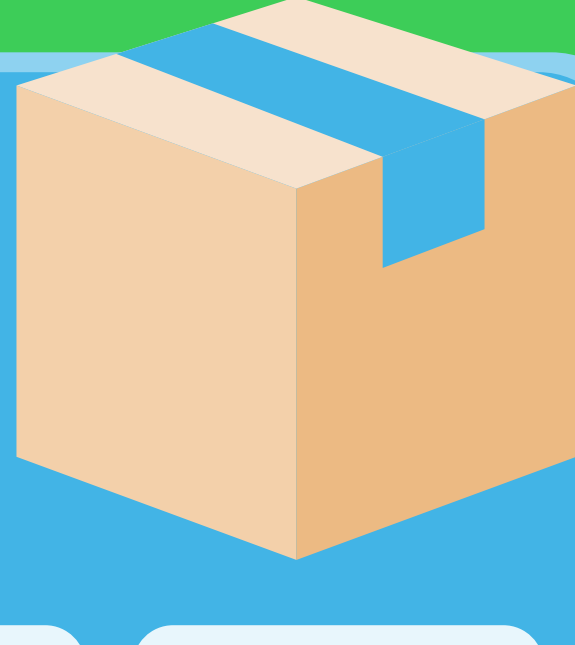
Generation Z and Millennials (ages 25-34)

Generation X (ages 55+)



## Online advantages: evolving standards

More than half of trade customers now generally expect the same speed and convenience from their suppliers as they get from consumer brands.



56%



Choose online ordering because it saves valuable working time.

54%



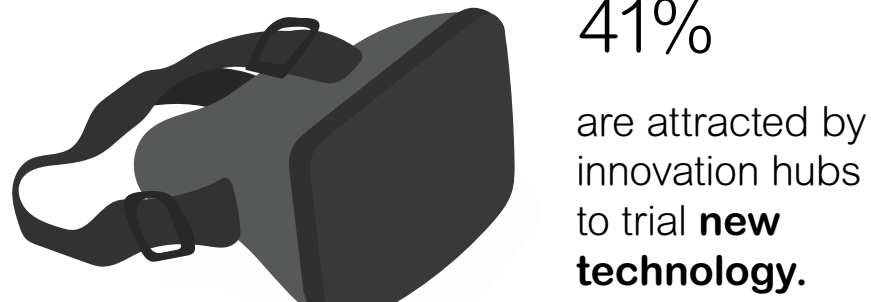
Value convenient delivery direct to home or job site.

53%



Prefer channels offering quick, reliable, on-time delivery services.

## Why trade counters will matter: knowledge, demonstrations and education



## The evolution of POS

In-store Point-of-Sale (POS) acts as a trigger for conversations and relationship building, which is seen as critical in the impersonal digital world.

76%

Of trade customers are influenced by in-store POS

60%

Of distributors report that digital POS is more effective than traditional formats and want tools that enable real-time content, interactivity, and product education.

## Multichannel shopping: a purchase journey in transition

Trade customers are embracing omnichannel shopping – mixing in-person, online, and click-and-collect methods for maximum convenience.

Tomorrow's trade counters will need to blend speed, knowledge, technology and engagement

## What roles can suppliers and manufacturers play?

Suppliers can better fulfill their role as a commercial partner, to their customers, by offering Marketing Development Funds and other commercial agreements that include digital and traditional Point-of-Sale packages.

As an example, Schneider Electric is proud to offer the following to its valued partners:

**Best Online Partner Program (BOPP)**

Helping to accelerate the eCommerce transformation

[Know more](#)

**Paint the Branches Green (PTBG)**

A highly impactful modular POS system for offer stockists

[Know more](#)