

The Pole Base Value Chain

The Pole Base Value Chain will help you understand the typical flow of a Pole Base project and the key responsibilities of everyone involved. Curious how you can best capitalize on the value chain in your market? Work with your business consultant to uncover the potential!



MANAGE THE BUSINESS

Manage start-up and capital expenditures; hold team accountable; consider territory/product expansion



TRAIN THE TEAM

Train and educate managers, sales, and production teams on technical aspects of Pole Base



PROSPECT

Identify and pursue relationships with electrical contractors and engineers in target markets and/or geographies



EDUCATE CUSTOMERS

Increase awareness and technical expertise with electrical contractors and engineers through presentations and education



MANAGE POST-BID

Follow up on bids; gather intelligence; negotiate with contractors; sign sales agreements



BID

Scope projects; review plans; identify project participants; create and deliver proposals/quotes



GENERATE LEADS

Identify project opportunities through online plan rooms and networking in target market(s)



MARKET

Grow brand awareness and trust in target markets using various product, promotion, price, and place strategies



FULFILL ORDERS

Finalize production; coordinate schedules; coordinate site access and staging; manage logistics



CUSTOMER SERVICE

Provide project support; visit sites; coordinate change orders & design revisions; build relationships for repeat sales