

Making It Rain

Problem Statement

Our goal is to find ways that electrical contractors can find work in every phase of the business cycle. We are emphasizing efforts that electrical contractors should focus on during hard economic times.

Objectives:

- Find the common sentiments of electrical contractors.
- Lay out steps they could take to help them find and maintain work.
- Have a viable step-by-step booklet that any electrical contractor could follow in helping to find and maintain work.

"Be the best you can be – the business will come."

*-Larry King,
Business Development and Sales
for Gibson Electric*

Special Thanks To:

The Electrical Contractors' Association
of the City of Chicago



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I PRO 338

Finding Work for Electrical Contractors

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I PRO It takes a team!
INTERPROFESSIONAL
PROJECTS PROGRAM

Finding The Fox

IPRO Objectives

- Business development for electrical contractors in a down market.
- The use of technology to help contractors gain work.
- Recommend strategies of implementing technology and business development for electrical contractors.

What Is Business Development?

Business development is the use of techniques and responsibilities which aim at attracting new customers and at penetrating existing markets.

IPRO 338 is attempting to find new ways for electrical contractors to find work in any economic climate.

To accomplish this, we have sought out information from leading electrical contractors in the Chicagoland area through a series of interviews and questionnaires.

We have taken this information and applied it to a booklet of information that offers recommendations for business development based on the type of work a particular contractor does.

We have also focused on creating a website that compiles employee information (years of experience, former jobs, safety certifications).

Future Outcomes

- Expansion of the business development and marketing model for Chicagoland electrical contractors.
- Encouraging integration with technology.
- Find greater correlation from greater surveying of electrical contractors.

