

FOCUS OVER FLASH ■

HOW GRAINGER IS (QUIETLY) HELPING CUSTOMERS
IN TODAY'S ECONOMY BY STAYING ON STRATEGY



■ FOUR GOALS

- GRAINGER AND HOW WE CREATE VALUE
- STAYING ON STRATEGY
- MARKETING: FOCUS OVER FLASH
- WHAT YOU CAN TAKE AWAY



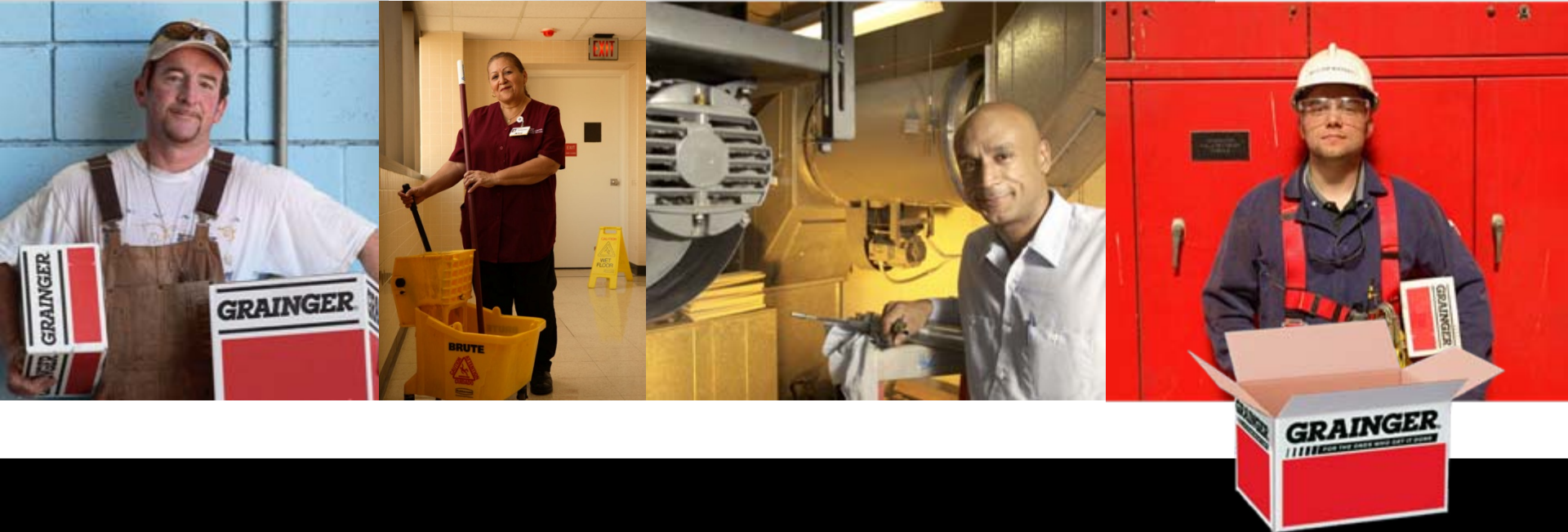
■ WHO IS GRAINGER

- WE ARE THE LEADING DISTRIBUTOR OF FACILITIES MAINTENANCE PRODUCTS AND SERVICES IN NORTH AMERICA



■ WHO IS GRAINGER

- WE SUPPORT THE HANDS-ON MEN AND WOMEN WHO GET IT DONE EVERY DAY



■ WHO IS GRAINGER

“WE ARE CHOOSING NOT TO PARTICIPATE IN THE RECESSION.”

- DENVER BRANCH MANAGER



■ HOW WE CREATE VALUE

- WHAT MAKES US DIFFERENT?
 - KNOWLEDGE TO HELP CUSTOMERS BETTER MANAGE THEIR PURCHASES
 - SOLUTIONS TO HELP THEM MANAGE THEIR CRITICAL BUSINESS ISSUES
 - IDENTIFYING INEFFICIENCIES
 - INCREASING PRODUCTIVITY
 - FINDING PRODUCTS FASTER
 - IMPROVING CASH FLOW
 - CONTROLLING LABOR COSTS



CHANGE. ■



STABILITY. ■



■ STAYING ON STRATEGY

- OFFER STABILITY BY INVESTING
 - MAINTAINING INVENTORY LEVELS
 - WE CARRY THE INVENTORY SO CUSTOMERS DON'T NEED TO
 - ADDING 100,000 NEW PRODUCTS
 - ECOMMERCE INVESTMENTS
 - MAINTAIN LEADERSHIP IN ONLINE B2B
- PROTECTING CUSTOMER RELATIONSHIPS AND SERVICE
 - MAINTAINING OUR SERVICE LEVELS
 - GROWING OUR CUSTOMER RELATIONSHIPS



■ STAYING ON STRATEGY

- ADJUST MESSAGING TO BE HYPER-RELEVANT
 - LOCAL SUPPLIER WITH NATIONAL SUPPORT NETWORK
 - EXPANDING PRODUCTS AND SERVICES
 - SOLUTIONS TO IMPROVE PRODUCTIVITY AND REDUCE EXPENSES



■ STAYING ON STRATEGY

- TALK ABOUT WHAT'S WORKING



FOCUS OVER FLASH ■





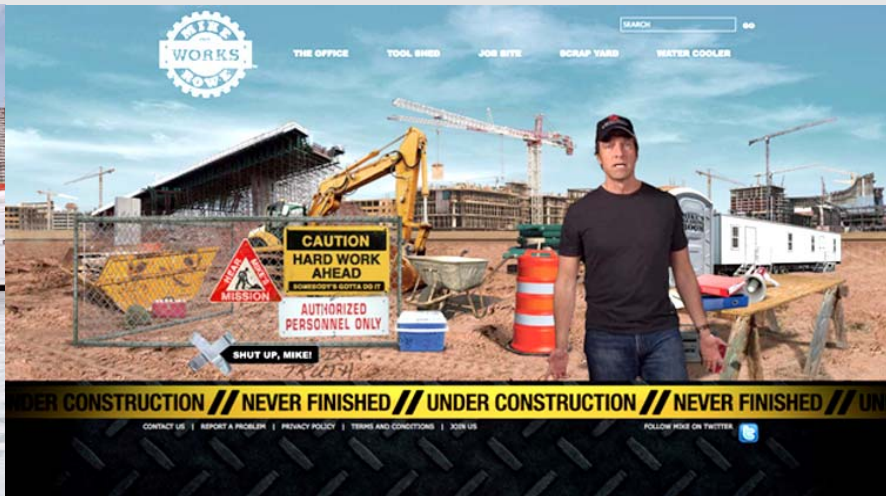
■ MARKETING: FOCUS OVER FLASH

- APPROACHING CUSTOMER SEGMENTS IN NEW WAYS
- DEVELOPMENT OF BROAD SOLUTION PLATFORMS
- PARTNERING WITH EVERYONE (ESPECIALLY SALES)



MARKETING: FOCUS OVER FLASH

- INJECT SOME LEVITY



■ WHAT YOU CAN TAKE AWAY

- GRAINGER SUPPORTS THE MEN AND WOMEN WHO KEEP FACILITIES RUNNING
- IT'S MORE THAN JUST A GOOD HAMMER
- WE OFFER STABILITY BY STAYING ON STRATEGY



■ WHAT YOU CAN TAKE AWAY

- FOCUS WINS OVER FLASH IN B2B MARKETING...
 - FIND YOUR FLASH IN A SEAT AT THE TABLE
 - GET A COACH TO HELP YOU NAVIGATE
 - LOOK AT CUSTOMERS IN NEW WAYS AND TEACH
 - FACILITATE THE DIALOGUE VS. CONTROL IT
 - GET OUT OF THE OFFICE AND BE WITH CUSTOMERS
 - PARTNER WITH EVERYONE (ESPECIALLY SALES)



THANK YOU

GRAINGER
FOR THE GUY WHO GETS IT DONE

**Emergency Preparedness
Homeland Security**
Product Selection Guide

www.grainger.com/emergency

The cover features a grid of images showing various safety and emergency supplies, including a person in a hard hat, a fire extinguisher, and a person in a blue protective suit.



WORKS THE OFFICE

**CAUTION
HARD WORK
AHEAD**

MISSION
AUTHORIZED PERSONNEL ONLY

SHUT UP, MIKE!

UNDER CONSTRUCTION // NEVER FINISHED

CONTACT US | REPORT A PROBLEM | PRIVACY POLICY | TERMS

The image shows a construction site with a large building under construction, a yellow crane, and various safety signs.



CLEANING SUPPLIES
Bird Repellent Spikes, Spray, and Gel

PG. 1131
BECAUSE I HAVE
A NASTY WAY OF
ATTRACTING THE
WRONG CROWD.

The man is holding a catalog page with text and images of cleaning supplies.



GRAINGER
FOR THE GUY WHO GETS IT DONE

**Occupational Health
and Safety Catalog**

**SAFETY
FIRST**

**USE HE'S
TO CLEAN UP**

The cover features a man in a hard hat and safety glasses, and a person cleaning a portable toilet.

