



# WESTERN WISCONSIN ELECTRICAL PRODUCT SUPPLIERS INDUSTRY CREDIT GROUP

Sponsored and Administered by Business Credit Management Association - Wisconsin Credit Association  
*Leaders in Administration of Credit Interchange Groups*

## WHAT IS AN INDUSTRY CREDIT GROUP?

This Industry Credit Group is comprised of companies within the Electrical Product Suppliers Industry selling to common customers. Member companies not only benefit from the exchange of current factual payment information, they also have an opportunity to network with their industry peers on credit and collection techniques and procedures, as well as industry trends. The Western Wisconsin Electrical Suppliers Credit Group Members are typically wholesalers and/or distributors of:

- Electrical transmission equipment
- Electrical fittings and construction material
- Wire and cable
- Lighting fixtures
- Electrical alarms and signaling equipment
- All other electrical apparatus and equipment

This group focuses on those servicing the Southwestern part of the state.

## WHAT ACCOUNTS ARE DISCUSSED IN THIS GROUP AND WHOM WILL I RECEIVE TRADE INFORMATION ABOUT?

Members will discuss credit worthiness and payment habits of subjects of mutual interest in a diverse group of suppliers servicing the industry. Although other types of subjects will be discussed, this Group's primary customer base includes:

- Electrical contractors
- Manufacturers of industrial commercial machinery, retail lighting, lamps and accessories
- Electrical repair shops

## FOR MORE INFORMATION CONTACT

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## A FORUM FOR CREDIT PROFESSIONALS

- ▶ Network with peers on industry and credit related topics, concerns, and solutions
- ▶ Developed customer reports for use in evaluation of customers' trends, payment history and credit worthiness
- ▶ Established network of your peers, including priority credit referencing with confidence
- ▶ Priority 24-7 access to online Internet based group and credit reports for referencing instantaneously your customers' *up-to-date* payment experience
- ▶ Meetings and the exchange of information strictly monitored by an Association professional who conscientiously observes and adheres to antitrust laws concerning credit group business

Groups have proven themselves to be an effective management tool, as well as a sophisticated and dynamic source for confidential, reliable, and invaluable information to aid in making credit decisions. Your decisions are an integral part of your company's profitability. We would like the opportunity to demonstrate how an Industry Credit Group could be of assistance in your day-to-day decision-making.