

View this email in your browser



[Recruiting](#) | [Markets](#) | [Approach](#) | [Team](#) | [Open Positions](#) | [Ask the Experts](#) | [Blog](#)



INTRODUCING EGRET CONSULTING'S CONNECTIONS SERVICES PLATFORM

- + ELECTRICCONNECT (TBA)
- + MAPPING
- + COMPENSATION SURVEYS
- + MERGERS & ACQUISITIONS
- + SUCCESSIONS PLANNING
- + ORGANIZATION DEVELOPMENT & CHANNEL STRATEGY

[LEARN MORE](#)

EGRET | 847.970.5949 | EGRETCONSULTING.COM



Long Tail Markets

Ted Konnerth

Long tail distributions are a relatively arcane fascination by statisticians. Roughly, a long tail mimics the 80/20 rule; also known as a Pareto distribution. But in a series of articles and books by Chris Anderson (editor of Wired), it's clear that Long Tail markets have emerged as a very interesting observation of how the global culture and technology expansions have shaped consumer businesses. As a short example, Amazon has more revenue (and assumed profitability) from the long tail of its book offerings; than from the Hits segment of their offering. While Amazon is the place to go to buy the latest top 25 books on the New York Times' list of best books; the larger market for Amazon is to suggest and sell you books that are far from a 'Hit'. In short, niche products, sold to large numbers of buyers can be a larger and more profitable market than 'Hit' products sold to far fewer buyers who must have the current 'Hit'. Which brings me to the electrical industry; of course...

[READ MORE](#)



Branding

Part 2: Candidates, Branding Yourself to Ensure a Solid Job Offer

Similar to [Part 1: Branding Your Company to Attract Top Talent](#), candidates also have the opportunity to “brand” themselves. Here are 3 things to focus on:..

[READ MORE](#)



Are Thank You Notes Passé ?

As a recruiter I am always asked: Is that necessary? Do I send via email or snail mail?

The better question is: why would you not send a thank you note? It would be sad in this very competitive market, if you lost the job to someone only because...

[READ MORE](#)

“

I interviewed for a sales position with a local supply house. The VP gave me his card with his cell number on it. I've not heard anything from them and it's been about a week. Is it appropriate for me to text him?

”

ASK
THE
EXPERT



EGRET
CONSULTING GROUP

ANSWER



Featured Jobs

[Electrical Product Line Manager](#)

[OEM Sales Manager](#)

[VP of Operations/COO](#)

[Process Engineer](#)

[OEM Sales Manager](#)

[Electrical Estimating Manager](#)

[Purchasing Manager](#)

[High Voltage Chief Engineer](#)

[Regional Sales Manager](#)



Successful Placements

- RSM: Building & Industrial Wire Manufacturer
 - Head of Product Management: Electronic/Electrical
 - Applications Engineer - Power Generation & Equipment Manufacturer
 - Regional Sales Manager - Electrical Power Supply Manufacturer
 - BDM - Custom Switchgear, Controls & Automation Manufacturer
 - VP of Sales - LED Components Manufacturer
 - Lighting Specialist - Harsh & Hazardous Lighting Manufacturer
 - Engineering Manager - Commercial LED Lighting Fixture Manufacturer
 - RSM - Commercial & Hospitality Fixture & Lamp Lighting Manufacturer
 - Product Manager - Industrial Lighting Manufacturer
 - VP Sales - Electrical Distributor
 - Operations Director - Electrical Distributor
 - Lighting Project Manager - Electrical Distributor
 - COO - TMD
 - CEO - LSI Industries
-



LEducation
New York, New York
March 13 - 14

Lighting+Building
Frankfurt
March 18 -23

Electric Power Expo
Nashville, Tennessee
March 19 -22

IMARK Showcase
Rosemont, Illinois
March 20 - 22

ISA Expo
Orlando, Florida
March 22 - 24

Power Grid Resilience Summit
Chicago, Illinois
March 26 - 28

Ted Konnerth
CEO & President

30 year electrical industry veteran, professional retained recruiter, leadership expert. Speaker, commentator, writer and consultant to the electrical industry at large.

CONTACT:

Tel: 847.307.7125

tk@egretconsulting.com





Click to [edit Email Preferences](#) or [Unsubscribe](#) from this list.

Egret Consulting
25687 Hillview Court
Mundelein IL, 60060 - US

