



## Client Spotlight: CDM Electronics

Carmen DeLeo, General Manager, CDM Electronics, spoke at the 2006 ThomasNet National Sales Meeting. He discussed how ThomasNet has helped CDM Electronics go from a small regional distributor to a worldwide player in the interconnect and cable assembly business.

CDM is a distributor and light manufacturer of connectors and cables in Turnersville, New Jersey, has 31 employees and \$10 million in revenue. The company primarily serves the military, aerospace, and medical markets.

### Key Takeaways:

- CDM is a distributor that uses Catalog Navigator to make its manufacturers' catalogs available online.
- New clients as a result of their Catalog Navigator program include Raytheon, BAE, and the Naval Warfare Center.
- CDM uses Catalog Navigator back-end tools to add new product lines.
- One week after adding cable assembly services as a searchable catalog item, CDM received an order for the service.
- Catalog Navigator gives manufacturers' reps all the details they need to sell.

### Here's what Carmen DeLeo had to say about ThomasNet and Catalog Navigator:

"CDM's website is now our primary sales agent."

"We now have information on our manufacturers that even they don't have on their own sites."

"When a manufacturer sees how we display their product line in our online catalog, they see how serious we are about selling their line."

"Today, more than 50% of our new business comes from the Internet, and ThomasNet.com is a big part of that."

"ThomasNet helps us get ranked higher in the search engines."

"We're getting the best type of leads we could hope for – looking for exactly what we sell."

"Our Catalog Navigator is like a 24/7 outside salesperson – especially for international business."

"Thanks to ThomasNet, CDM generated \$1 million in overseas revenue in 2005, compared to \$200,000 two years ago."