



## CEP Program

The Certified Electrical Professional (CEP) program provides the knowledge and skills needed to become more efficient and profitable in selling and negotiations. Access is granted for one year and includes over 112 online courses totaling roughly 20 hours of content; as well as a learner guide and manager guide that provide real-time mentorship to support and implement the concepts presented in the course. When you graduate from the CEP program, you earn both a printed certificate and a digital badge.

### CEP 01: Succeed in Sales Today

#### Sales Skills – The Expert Academy

Improve Your Sales Technique In 3 Steps

- Master sales fundamentals
- Close deals confidently
- Improve time management
- Overcome sales objections
- Boost sales performance
- Solve sales barriers

Why People Buy and

How To Get Them To Buy From Us

- E-commerce Skill Development
- Sales Forecasting And Optimization
- Presentation Development And Delivery
- Closing The Deal

### CEP 02: Understand Buyers

Understanding The Modern-Day Buyer

Different Buyer Types:

- Activist,
- Reflector,
- Theorist
- Pragmatist

Understanding How Your Buyers Think

### CEP 03: Prospect New Opportunities

#### Generate More Sales Leads with Social Selling Bundle

- What Has Changed?
- Why Social Selling Is an Essential Tool
- The Modern Sales Tools
- What Social Selling Is and Is Not!
- Who Are Your Most Valued Customers?

- Understand Your Audience Better
- Optimize Your Personal Profile for Sales

- Build Your Personal Sales Ready Profile
- Engage & Connect with Personality
- Create Visibility Through Educational Content
- Turn Social Conversations into Sales
- Construct Your Social Sales Cadence
- Create Your Social Customer Growth Plan

### CEP 04: Sell with Impact

#### Prescriptive Selling Bundle

- Goal & Metric Planning
- Situational Selling
- Probing For Needs
- Matching Benefits
- Building Urgency
- Next Step Selling
- Trial Closing
- Objection Handling
- Upselling

### CEP 05: Win More Deals

Closing Strategies

#### Confirming and Closing bundle

- Psychology of Confirming Sales
- How to Ask for the Business
- Increasing Closing Ratios
- Confirming Different Buyer Styles
- Getting to Yes



## CEP 06: Negotiate Effectively

### Negotiations Skills Bundle –

#### Chart Learning Solutions

- Introduction to Negotiation and Strategy
- Planning Effective Negotiations
- Opening Win-Win Discussions
- Exploring Win-Win Alternatives
- Reaching Agreement and Tactics

### Negotiating Outside of Sales

Negotiating It Right

Successful Negotiations

How to Negotiate Effectively

### Negotiations Skills Bundle –

#### The Expert Academy

- Principles Of Collaboration Negotiation And Strategy
- Collaborative Negotiation Prep And Understanding The Power Of Variables
- Your Partner's Point Of View, Discussing And Proposing
- Bargaining, Agreeing And The Human Operating System
- Understanding Personality
- Using The Seven Steps And Avoiding Gambits

## CEP 07: Build Customer Relationships

### Developing Sales Capabilities

#### Characteristics

- What Differentiates Top Sellers
- Traits Of The Super Salesperson
- Top 3 Skills To Hone For Successful Sales

#### Building Customer Focus

- First Competency: Prepare
- Five P's Of Selling
- Second Competency: Target
- Identifying The Right Market

#### Building Trust

- Third Competency: Connect
- Cultivating Trust

## CEP 08: Prepare to Win

### It's Up to Me! Your Transformed Sales Mindset

- What is Sales? (Again)
- Affirmations
- Practical Affirmations

## CEP 09: Sell with Integrity

Creating an Ethical Sales Environment

Win-Win Negotiation

## CEP 10: Improve Industry Sales

### Communicating Across the Generations

#### Selling Green

Lighting Retrofits and Upgrades

Lighting Controls and Building Controls

Sales Momentum in the Green Building Market

Increase Your Bottom Line with Renewable Energy

## CEP 11: Boost Company Profits

### Bottom Line Basics

How Distributors Do Business

Understanding Percentages

Income Statement

Evaluating Profitability

Balance Sheet

How Pricing Impacts Profit

Price Discounts

Price Markups

Segmentation, Volume, and Velocity Pricing

How Product Mix and Penetration Impact Profit

How Productivity Impacts Profit

Calculating Profitability

**Boost Profits – Increase Customer Profitability**

**Leveraging Data**

## CEP 012: Competency: Know Electrical Products

### ELECTRICAL DISTRIBUTOR GUIDED EDUCATION® (EDGE®)

Fundamentals of Electricity

Electrical System Products

Apparatus Products

Lamps and Lighting Products



## Optional Courses

Select the track that is most relevant to your role

### Counter Sales Pro

- Selling to Your Customer
- Supporting Your Customers
- Working the Counter
- Working with Your Team
- Growing in Your Role

### Inside Sales Pro

- Customer Interactions
- Sales and Support
- You and Your Team
- Professional Development

### Outside Sales Pro

- Customer Interactions
- Sales and Support
- Coordinating with Your Team
- Professional Development

If you have questions about this program, please email us at [education@naed.org](mailto:education@naed.org).