



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

Effective Sales Techniques Bundle

- Building Value
- Importance Of Building Value
- Building Credibility and Generating Trust
- Overcoming Barriers
- Managing Hostility
- Dealing With Rejections
- Handling Instant Gratification
- Using The Right Sales Tools
- Bite-size Presentations
- Closing The Sale
- Become A Customer Champion

CEP 02: Understand Buyers

- Understanding The Modern-Day Buyer
- Different Buyer Types Part 1- 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 to Scale Your Relationships
- The Modern Sales Tools
- What Social Selling Is and Is Not!
- Who Are Your Most Valued Customers?
- Understand Your Audience Better Through Social
- Optimize Your Personal Profile for Sales
- Build Your Personal Sales Ready Profile
- Engage & Connect with Personality
- Create Visibility Through Content That Educates

- Turn Social Conversations into Sales Conversations
- Construct Your Scale Your Sales Social Sales Cadence
- Create Your Social Selling Customer Growth Plan

CEP 04: Sell with Impact

Prescriptive Selling Bundle

- Prescriptive Selling - 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

Confirming and Closing bundle

- Closing Sales: Psychology of Confirming Sales
- Closing Sales: How to Ask for the Business
- Closing Sales: Increasing Closing Ratios
- Closing Sales: Confirming Different Buyer Styles
- Closing Sales: Getting to Yes
- ABC= Always Be Closing

CEP 06: Negotiate Effectively

Negotiations Skills Bundle

- 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
- Concepts Of Effective Negotiation



Negotiating Mastery Bundle

The Dirty Dozen – Parts 1 & 2
Breaking Through Impasses
The Art and Science of Giving Concessions
Psychological Concepts
Preparing for Your Next Negotiation
The Sandler Selling System and Negotiating
The Difference Between Selling and Negotiating
Successful Negotiations
Maximizing Your Negotiating Moments
Advantages of Negotiating Leverage
Sources of Negotiating Leverage
The Seven Deadly Sins
Win/Win vs. Win/Lose
The Three-Step Concession Plan
Personality, Style, and Persuasion
The Professional Negotiator
Value Objections
How Can You Become a Master Negotiator?

CEP 07: Build Customer Relationships

Building The Right Sales Competencies

Characteristics
What Differentiates Top Sellers
Traits Of The Super Salesperson
Top 3 Skills to Hone for Successful Sales
Building Customer Focus

Prepare: - Five “P”s of Selling
Target: - Identifying The Right Market
- Building Trust
Connect: - Cultivating Trust

CEP 08: Prepare to Win

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

What is Sales? (Again)
Affirmations
Practical Affirmations

CEP 09: Sell with Integrity

Win-Win Negotiation
Creating an Ethical Sales Environment

CEP 10: Improve Industry Sales

Communicating Across the Generations

Selling Green

What Does Green Mean?
Lighting Retrofits and Upgrades
Lighting Controls and Building Controls
Building 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.