YOUR SOURCE FOR TRAINING AND HUMAN RESOURCES TOOLS.
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“THE ONLY THING WORSE THAN TRAINING YOUR EMPLOYEES AND HAVING THEM LEAVE IS NOT TRAINING THEM AND HAVING THEM STAY.”

- HENRY FORD, FORD MOTOR COMPANY
SCHEDULE A CONSULTATION

Create a culture of learning in your organization with help from your NAED Member Engagement team. We are here to help you develop, implement, and track your employees’ success and to help you understand how to get the most of your investment with NAED. Schedule a consultation with your NAED Member Engagement representative, and you will:

• Learn about the extensive training programs NAED has to offer including online, self-paced and live training.
• Gain an understanding of how initiatives such as Achieve 40 and Green to Great can have an impact on your business.
• Create learning paths or tracks of training based on job position and the specific needs of your organization.
• Learn about the functionality and design of the NAED Learning Center, which can be customized for your business.

Contact the NAED Member Engagement team at 888.791.2512 or memberengagement@naed.org.

Christena Johnson  
Member Engagement Manager

Colin Dowd  
Member Engagement Manager

Jennifer McKinney  
Member Engagement Manager

Julie King  
Member Engagement Manager

YOUR SUCCESS IS OUR PASSION
NAED OFFERS A VARIETY OF PROGRAMS TO MEET ALL YOUR LEARNING NEEDS

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<th>UNIVERSITY OF INNOVATIVE DISTRIBUTION (UID)</th>
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<td>All employees</td>
<td>Entry to mid-level employees</td>
<td>Branch managers, supervisors, employees on managerial track</td>
<td>Sales associates</td>
<td>Employees with 1+ years industry experience or employees in sales</td>
<td>Emerging leaders, high-potentials, and mid-level managers</td>
<td>Sales managers and sales staff</td>
<td>Branch, sales, marketing, operations, and purchasing managers, sales personnel, HR directors</td>
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<th>RECOMMENDED AUDIENCE</th>
<th>ONLINE</th>
<th>LIVE, FACE-TO-FACE</th>
<th>PRE-REQUISITES REQUIRED</th>
<th>CERTIFICATE OF COMPLETION</th>
<th>CLASS LENGTH</th>
<th>SUBSCRIPTION LENGTH</th>
<th>COMPLETION TIME</th>
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<td>x</td>
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<td>+ digital badge</td>
<td>10 minutes - 2 hours</td>
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<tr>
<td>All employees</td>
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<td>+ digital badge</td>
<td>15 minutes - 1 hour</td>
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<td>30-140 hours</td>
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<td>2 1/2 days</td>
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<td>x</td>
<td>3 days</td>
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<td>3 days</td>
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<td>See individual programs on p. 17</td>
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*Also included are over 600 manufacturer courses from NAED industry partners.

**Start today!** Visit naed.org/education-courses to help identify the best training opportunities and learning paths available to put your employees on the right track.
Do you have your own learning management system (LMS)? Are you interested in signing your employees up for training, but need access to it through your own LMS? Look no further, because NAED offers content licensing for members with their own LMS. Courses are delivered from the NAED SCORM cloud directly to your learning management system, giving your employees direct access to specific NAED industry courses.*

**AVAILABLE COURSES INCLUDE:**

- Boost Profits
- Bottom Line Basics
- Branch Management: Business Ethics
- Counter Pro
- Customer Service Role Play: Counter or Delivery Driver
- EDGE
- Engaging & Retaining
- Inside Sales Pro
- Introduction to Electrical Distribution
- Knowledge Share
- Outside Sales Pro
- Recruit Locally
- Recruiting with Social Media
- Communicating Across the Generations
- Selling Green
- Branch Management: Sexual Harassment
- Branch Management: Using the Income Statement
- Warehouse Pro

For additional information, contact the NAED Member Engagement team: memberengagement@naed.org or call 888-791-2512.

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**NAED OFFERS CONTENT LICENSING FOR MEMBERS WITH THEIR OWN LMS**

*Additional courses from this catalog may be available for licensing.
ELECTRICAL PRODUCTS EDUCATION COURSE

Originally developed in 1986, the Electrical Products Education Course® (EPEC) has become known as the cornerstone of sales and product training in the electrical distribution industry, with more than 12,000 graduates to date. EPEC provides information about individual products, their applications, and how they are interrelated with other products in electrical systems.

**BRONZE [2020 NEC / 2018 CE CODE]**

EPEC Bronze provides you with the beginning sales skills and product knowledge for more than 200 products you work with every day. Each step guides students through residential, industrial and commercial environments as you learn how to increase your sales by acquiring knowledge and the relationship between products in a system.

- Module 1 – Introduction to Electrical Products
- Module 2 – Residential
- Module 3 – Light Industrial
- Module 4 – Commercial and Outdoor
- Final Exam
- Capstone

**SILVER [2020 NEC / 2018 CE CODE]**

EPEC Silver takes you beyond beginning electrical products to intermediate as you dive deeper into lighting, loads, industrial machinery and hostile and hazardous environments. You will expand your product knowledge and sales skills to exceed your customers’ needs while you grow in your career.

- Module 1 – Lighting
- Module 2 – Load Considerations
- Module 3 – Industrial Machinery
- Module 4 – Hostile & Hazardous Environments
- Final Exam
- Capstone

**GOLD [2020 NEC / 2018 CE CODE]**

EPEC Gold is the final level to master EPEC product knowledge with advanced topics of providing quality power; controllers, relays, drives; and energy management. Once you finish the three modules you will complete the capstone project and final exam that will bring together everything you’ve learned since your first Bronze module.

- Module 1 – Delivering Quality Power
- Module 2 – Controllers, Relays, and Drives
- Module 3 – Energy Management
- Final Exam
- Capstone

Manager Guides Available
This specialized level explains the fundamental information needed to sell automation products within the electrical distribution field. It promises to broaden the general sales professional’s knowledge base and better answer customers’ needs in this growing market.

**Module 1 –** Introduction to Automation
**Module 2 –** Basic Automation
**Module 3 –** Intermediate Automation
**Module 4 –** Advanced Automation
**Final Exam
Capstone**

**LIGHTING (2020 NEC / 2018 CE CODE)**
This specialized level takes all of the product knowledge and sales skills from Bronze, Silver, and Gold to create one level detailing only lighting and controls. Topics include introduction to electrical products, lighting basics, lighting sources & ballasts, luminaries & calculations, lighting applications & energy management.

**Module 1 –** Introduction to Electrical Products
**Module 2 –** Lighting Basics
**Module 3 –** Lighting Sources and Ballasts
**Module 4 –** Luminaries and Calculations
**Module 5 –** Lighting Applications and Energy Management
**Final Exam
Capstone**

**Datacom & Video (2020 NEC/2018 CE CODE)**
Built from the knowledge of industry experts, EPEC Datacom & Video provides the knowledge of voice, data and video products you need to better recommend products that are appropriate for the needs of customers.

- **Module 1 –** Copper Communications
- **Module 2 –** Fiber Optics
- **Module 3 –** Cable Pathways & Management
- **Module 4 –** Networks, Telephony, Sound & Video
- **Final Exam
Capstone**

Digital badges are available upon completion of each program. Visit naed.org/digitalbadges for more information.
NAED has partnered with The Sales Institute at Florida State University (FSU) and SPARXiQ to offer the CEP program. Whether you are an inside, outside or counter sales associate, this industry designation is a powerful way to improve your sales skills and elevate your level of professionalism. This program offers engaging videos, online modules, learning activities and helpful job aids to help you strengthen the key sales competencies you need for success.

**COMPETENCY: SUCCEED IN SALES TODAY**
- 6 courses focused on the evolving sales profession and how to succeed in the new world of sales

**COMPETENCY: UNDERSTAND BUYERS**
- 13 courses focused on identifying buyer’s social styles, various buyer roles, buyer’s needs, and how decisions are made

**COMPETENCY: PROSPECT NEW OPPORTUNITIES**
- 21 courses focused on prospecting and generating leads, managing your sales funnel, cold calling, referrals, and using social media effectively

**COMPETENCY: SELL WITH IMPACT**
- 31 courses focused on creating successful meetings and sales conversations, diagnosing customer needs, obstacles, opportunities, and developing meaningful questions, value proposition, customer objections, story-telling, and closing the sale

**COMPETENCY: WIN MORE DEALS**
- 6 courses focused on complex deals, increasing win rates, guiding buyers in solution development, and avoiding overconfidence

**COMPETENCY: NEGOTIATE EFFECTIVELY**
- 21 courses focused on mastering and applying your negotiation skills

**COMPETENCY: BUILD CUSTOMER RELATIONSHIPS**
- 9 courses focused on identifying the buyer-seller relationship, service after the sale, maximizing and customizing your account portfolio

**COMPETENCY: PREPARE TO WIN**
- 13 courses focused on adopting a winning attitude, professionalism, positive thinking, managing your time effectively, dealing with loss, and testing your resilience

**COMPETENCY: SELL WITH INTEGRITY**
- 6 courses focused on ethical behavior, entertaining appropriately, and building win-win relationships

**COMPETENCY: PROSPECT NEW OPPORTUNITIES**
- 21 courses focused on prospecting and generating leads, managing your sales funnel, cold calling, referrals, and using social media effectively

**COMPETENCY: Boost Company Profits**
- 2 courses focused on company profitability:
  - Bottom Line Basics
  - Boost Profits

**COMPETENCY: KNOW ELECTRICAL PRODUCTS**
- 1 course focused on electrical product education:
  - EDGE

**COMPETENCY: REINFORCE NEGOTIATION STRATEGIES**
- 12 courses focused on negotiation basics, tactics, pressure, planning, information gathering, targets, expectations, counter measures, persuasion, concession-making, satisfactions, relationships, and more

*This competency learning plan unlocks only after the CEP exam is passed.

A digital badge is available upon completion of the CEP program. Visit naed.org/digitalbadges for more information.
DUAL RECOGNITION (CEP & EPEC)

NAED now offers dual recognition for graduates who have completed both EPEC and CEP programs. Coupling CEP’s exceptional sales training with the industry’s best product training completes the package and positions a sales rep to be more successful in their role. Upon successful completion of both CEP and a level of EPEC:

- Students will receive the standard print certificates for both program (two certificates)
- In addition to the individual program badges, students will also receive a NEW digital badge recognizing this dual achievement known as CEP Bronze, CEP Silver, CEP Gold, CEP Automation, CEP Lighting, or CEP Datacom & Video

For more information on how to receive dual recognition, please contact memberengagement@naed.org.

To learn more about digital badges offered for other NAED training programs, visit naed.org/digitalbadges.

DUAL RECOGNITION LOGOS RECEIVED UPON ACHIEVEMENT:

TAKE ADVANTAGE OF THE OPPORTUNITY TO LEARN, GROW AND REVITALIZE YOUR SALES NUMBERS AND CAREER

For any organization in the electrical distribution industry looking to help increase engagement and retention among employees while also contributing to gains in sales and profit margin, EPEC is the perfect fit. EPEC has proven itself to be a good investment:

- EPEC graduates demonstrate a 2-3 year head start compared to peers who have not completed the training, with increased sales and profit margins
- Employees develop increased confidence in selling abilities

For more information on EPEC or to learn how to enroll, please visit naed.org/epec

*Research conducted and highlighted in the September 2018 issue of tED magazine (tedmag.com)
COMMUNICATION

- Acting with Diplomacy and Tact [0.6 hrs]
- Asserting Yourself in the Workplace [0.25 hrs]
- Audience and Purpose in Business Writing [0.5 hrs]
- Building Your Presentation [0.5 hrs]
- Choosing the Right Interpersonal Communication Method to Make Your Point [0.5 hrs]
- Clarity and Conciseness in Business Writing [0.5 hrs]
- Communicating Effectively with Customers [0.5 hrs]
- Creating Well-Constructed Sentences [0.6 hrs]
- Effective Listening [0.25 hrs]
- Getting the Details Right: Spelling Basics [0.5 hrs]
- Giving Appropriate Feedback [0.25 hrs]
- Giving back to Coworkers [0.25 hrs]
- Influence and Persuasion [0.25 hrs]
- Influencing Key Decision Makers [0.1 hr]
- Listening Even When it’s Difficult to Listen [0.5 hrs]
- Listening to Improve Conversation [0.1 hr]
- Listening with Skill [0.25 hrs]
- Making an Impact with Non-Verbal Communication [0.4 hrs]
- Navigating Challenging Solutions with Diplomacy and Tact [0.5 hrs]
- Personal Power and Credibility [0.4 hrs]
- Planning an Effective Presentation [0.5 hrs]
- Reframing Negative Situations [0.1 hr]

CUSTOMER SERVICE

- Controlling Conflict, Stress and Time in a Customer Service Environment [0.5 hrs]
- Customer Service Role Play: Counter or Delivery Driver [0.5 hrs]

Recommended audience: Customer Service
A customer service role play, designed to increase profitability, maintain customers and promote efficiency.
- Dealing with Customer Service Incidents and Complaints [0.5 hrs]
- Designing a Customer Service Strategy [0.5 hrs]
- Developing Your Customer Focus [0.2 hrs]
- Facing Confrontation in Customer Service [0.5 hrs]
- Listening to Customers [0.1 hr]
- Providing Effective Internal Customer Service [0.5 hrs]
- Providing On-site Customer Service [0.5 hrs]
- Providing Telephone Customer Service [0.5 hrs]
- Rapport Building in Customer Service [0.5 hrs]
- The Art and Science of Communication [0.4 hrs]
- Troublesome Words and Phrases: Common Usage Mistakes in Writing [0.5 hrs]
- Trust Building through Effective Communication [0.4 hrs]
- Using Active Listening in Workplace Situations [0.6 hrs]
- Using Punctuation Marks [0.5 hrs]
- Using the Parts of Speech [0.5 hrs]
- Writing Effective Emails and Instant Messages [0.5 hrs]
- Writing for Business [0.1 hr]

ETHICS

- Becoming More Professional through Business Etiquette [0.3 hrs]
- Branch Management: Business Ethics [0.5 hrs]

Recommended audience: Managers
Practice ethical decision-making skills with 10 different business scenarios specific to distribution.
- Developing Your Business [0.4 hrs]
- Do You Share Your Organization’s Values? [0.1 hr]
- Ethics [0.4 hrs]
- Ethics, Integrity, and Trust [1 hr]
- Office Politics - What Will You Do? [0.25 hrs]

Branch Management: Sexual Harassment [0.5 hrs]

Recommended audience: Managers
Helps associates define sexual harassment, handle complaints and prevent harassment.
- The Ethics Enigma [0.25 hrs]
- The Ethics of Gift Giving [0.1 hr]

FINANCE

- Bottom Line Basics® [2 hrs]

Recommended audience: Associates at every level
Learn the key financial indicators and formulas used to measure profitability, how electrical distributors generate a profit and how every associate can contribute to the bottom line.
- Key Accounting Concepts and Principles [0.4 hrs]
- Using Financial Analysis for Credit Decisions [0.25 hrs]

Branch Management: Using the Income Statement [0.5 hrs]

Recommended audience: Managers
Provides the fundamentals in branch profitability and using an income statement. Allows associates to practice analyzing an income statement to spot trends and make business decisions.

NAED INDUSTRY TRAINING

- Electrical Distributor Guided Education® [EDGE]
- Introduction to Electrical Distribution [0.5 hrs]

Recommended audience: New hires in any role
In this online game you will learn about industry career options and receive basic product introductions while you earn virtual prizes.

- Warehouse Pro [3 hrs]

Recommended audience: Warehouse associates
Students learn a foundational understanding of the electrical distribution industry and the important role they play within their companies.
PROBLEM SOLVING
- Choosing and Using the Best Solution [0.4 hrs]
- Defining Alternative Solutions to a Problem [0.4 hrs]
- Getting to the Root of a Problem [0.5 hrs]

PROFESSIONAL DEVELOPMENT
- Becoming an Accountable Professional [0.5 hrs]
- Becoming Your Own Best Boss [0.5 hrs]
- Building Peer Relationships [0.2 hrs]
- Criticism in Context [0.1 hr]
- Cultivating Relationships with Your Peers [0.4 hrs]
- Developing a Personal Accountability Framework [0.4 hrs]
- Developing a Plan to Further Your Career [0.5 hrs]
- Emotional Intelligence at Work [0.25 hrs]
- Ensuring Successful Presentation Delivery [0.5 hrs]
- Gaining a Positive Perspective on Feedback [0.5 hrs]
- How High Is Your EQ [0.1 hr]
- Managing Pressure and Stress to Optimize Your Performance [0.4 hrs]
- Navigating Other People’s Emotions [0.4 hrs]
- Navigating the Workplace with Emotional Intelligence [0.4 hrs]
- Navigating Your Own Emotions [0.5 hrs]
- Organize Your Physical and Digital Workspace [0.5 hrs]
- Organizing Your Email [0.5 hrs]
- Preparing for Your Performance Appraisal [0.1 hrs]
- Rebuilding Trust [0.1 hrs]
- Take a Deep Breath and Manage Your Stress [0.4 hrs]
- Taking Stock of Your Work/Life Balance [0.4 hrs]
- The Building Blocks of Building Trust [0.5 hrs]
- The Fruits of Integrity: Building Trust at Work [0.25 hrs]

PROJECT MANAGEMENT
- Controlling Project Cost [0.1 hr]
- Finding Your Bearings as a Project Manager [0.5 hrs]
- Getting the Big Picture by Defining the Project’s Scope and Team [0.5 hrs]
- Managing a Project to Minimize Risk and Maximize Quality [0.5 hrs]
- Managing Conflict in Project Teams [0.1 hr]
- Managing Implementation Problems [0.1 hr]
- Managing Projects with No Direct Authority [0.1 hr]
- Managing Scope on a Project [0.1 hr]
- Mastering the Details of a Project’s Schedule and Budget [0.5 hrs]
- Project Management Essentials [0.25 hrs]
- Spearheading a Process Improvement [0.25 hrs]
- Taking Final Steps to Bring a Project to its Close [0.5 hrs]

PURCHASING
- Managing Vendor Relationships [0.1 hr]
- Vendor Negotiations: Choosing the Best Approach [0.25 hrs]

SALES
- Boost Profits: Increase Customer Profitability [0.5 hrs]
  Recommended audience: Sales Associates
  Students learn how to identify their profitable customers so they can spend time where it has the most positive impact.
- Building Profitable Customer Relationships [0.1 hr]
- Connecting Customers and Solutions [0.1 hr]
- Counter Pro® [0.25 hrs]
  Recommended audience: Counter Sales Associates
  Learn how the right greeting, active listening, up-selling and overcoming objections will increase sales in your counter area.
- Effective Body Language in Negotiations [0.1 hr]
- Get it Together: Organizing Your Sales Approach [0.1 hr]
- Getting Organized to Meet Your Sales Goals [0.25 hrs]
- Helping Customers Find You [0.4 hrs]

TIME MANAGEMENT
- Aligning Goals and Priorities to Manage Time [0.4 hrs]
- Avoid Procrastination by Getting Organized Instead [0.4 hrs]
- Coping with Conflicting Priorities [0.25 hrs]
- Coping with Information Overload [0.1 hrs]
- Make the Time You Need to Get Organized [0.5 hrs]
- Maximize Your Productivity by Managing Time and Tasks [0.4 hrs]
- Prioritizing Personal and Professional Responsibilities [0.1 hrs]
- Setting and Managing Priorities [0.25 hrs]
- Setting Goals [0.25 hrs]
- The Art of Staying Focused [0.5 hrs]
- The Dangers of Multitasking [0.2 hrs]

ROLE-SPECIFIC LEARNING PLANS ARE AVAILABLE THROUGH THE VIP CORE PACKAGE
MANAGING CHANGE

- Beyond Change: Working with Agility [0.1 hr]
- Communicating Organizational Change [0.1 hr]
- Driving Change with Coaching [0.6 hrs]
- Involving Employees in Corporate Change [0.1 hrs]
- Moving Forward with Change Planning [0.4 hrs]
- Weighing the Costs of Project Change [0.1 hr]

MANAGING PEOPLE

- Americans with Disabilities Act: An Overview for Managers [0.25 hrs]
- Attracting and Retaining Talent [0.25 hrs]
- Being a Fair and Caring Manager [0.5 hrs]
- Building a Leadership Development Plan [0.5 hrs]
- Building the Foundation for an Effective Team [0.5 hrs]
- Coaching [0.25 hrs]
- Coaching to Shift Perceptions [0.25 hrs]
- Communicating Properly during Layoffs [0.1 hr]
- COMPLIANCE EXPERT: Bullying - The Manager’s Role [0.2 hrs]
- COMPLIANCE EXPERT: Harassment and Retaliation for Managers [0.2 hrs]
- COMPLIANCE IMPACT: Harassment - Handling the Complaint [0.1 hr]
- Creating a Plan for Performance Management [0.4 hrs]
- Detecting and Dealing with Performance Problems [0.4 hrs]
- Developing a Successful Team [0.5 hrs]
- Developing the Next Generation [0.1 hr]
- Effective Team Communication [0.5 hrs]
- Effectively Directing and Delegating as a Manager [0.5 hrs]
- Encouraging Team Communication and Collaboration [0.5 hrs]

MANAGING THE BUSINESS

- Engaging & Retaining [0.75 hrs]
  Recommended audience: Hiring managers and HR professionals
  Managers will learn strategies for identifying, engaging, and retaining their full, key, and rookie contributors.
- Facing the Management Challenges of Difficult Behavior & Diverse Teams [0.5 hrs]
- Fostering Mentored Relationships [0.4 hrs]
- Keeping Top Performers Challenged [0.3 hrs]
- Knowledge Share: Grow Your Staff Expertise [0.5 hrs]
  Recommended audience: HR, Training Managers
  Learn different examples on how explicit and tacit knowledge can be retained.
- Maintaining a Cohesive Multigenerational Workforce [0.4 hrs]
- Managing an Aging Workforce [0.1 hrs]
- Managing Employee Development [0.5 hrs]
- Managing Fairly [0.1 hr]
- Managing Multigenerational Employees [0.4 hrs]
- Managing Performance [0.25 hrs]
- Managing Your Company’s Talent [0.4 hrs]
- Measuring and Sustaining a Coachee’s Performance [0.6 hrs]
- Motivating Your Employees [0.4 hrs]
- Overcoming Resistance to Coaching [0.1 hrs]
- Planning an Effective Performance Appraisal [0.3 hrs]
- Polishing Your Feedback Skills [0.6 hrs]
- Positive: Establishing a Positive Work Environment [0.4 hrs]
- Positive: Establishing an Engaged Workforce [0.4 hrs]
- Positive: How Organizational Learning Drives Positive Change [0.4 hrs]
- Recruit Locally [0.5 hrs]
  Recommended audience: Hiring managers and HR professionals
  Learn how to attract the top local talent to your company by developing your centers of influence and a successful recruiting plan.
- Recruiting with Social Media [0.5 hrs]
  Recommended audience: Hiring managers and HR professionals
  Learn how to leverage social media networks such as LinkedIn and Twitter to pipeline and hire talent.
- Storming: Developing and Leading Your Sales Team [0.1 hr]
- Succession Planning [0.1 hr]
- Succession Planning and Management Programs [0.2 hrs]
- The Art of Effective Coaching [0.1 hr]
- Underperforming Employee: Now What? [0.1 hr]
- Understanding the Motives of Millennials [0.1 hr]
- Workplace Harassment Prevention for Managers [1 hr]

MANAGING YOURSELF

- Making Meetings Work [0.1 hr]
- Managing for Cross-Functionality [0.4 hrs]
- Managing Goals [0.2 hrs]
- Managing Meetings for Productivity and Effectiveness [0.25 hrs]
- Personal Skills for Effective Business Analysis [1 hr]
- Perspectives for Effective Analysis [1.8 hrs]
- Planning Meetings Fit for Purpose [0.3 hrs]
- Playing the Devil’s Advocate in Decision Making [0.1 hr]
- RADD Knowledge: Part 1 [0.8 hrs]
- RADD Knowledge: Part 2 [0.9 hrs]
- Running Meetings in Better Directions [0.3 hrs]
- The BA Elicitation and Collaboration Knowledge Area [1.5 hrs]
- The BA Planning and Monitoring Knowledge Area [1.6 hrs]
- The Requirements Life Cycle Management Knowledge Area [1 hr]
- The Solution Evaluation Knowledge Area [1 hr]
- The Strategy Analysis Knowledge Area [1 hr]
- Thinking Strategically as a Manager [0.5 hrs]
- Turning Problems Around with Reverse Brainstorming [0.1 hr]
- Verifying and Building on Creative Ideas [0.4 hrs]

VIP MANAGEMENT

VIP Management, the newest offering in the NAED catalog of training, with over 90 courses, is designed to help develop management trainees, new branch managers or anyone in a management role. Build upon your core skills and learn new methods that will allow you to expand your knowledge and become the best manager possible.
VIP SAFETY & HR COMPLIANCE

The VIP Safety & HR Compliance package includes over 150 courses from J.J. Keller & Associates, Inc. on HR Compliance, Transportation, and Workplace Safety. Fulfill sexual harassment requirements for every employee with HR Compliance; driving basics/advanced topics, Hazmat, and master driver requirements with Transportation Safety; and forklift and common warehouse practices with the Workplace Safety training.

HR COMPLIANCE
- Active Shooter/Active Threat: How to Survive (Free course)
- ADA for Supervisors
- Diversity and Discrimination for Employees
- Diversity and Discrimination for Supervisors
- Effective Communication for Employees
- Effective Communication for Supervisors
- FMLA for Supervisors
- Sexual Harassment Prevention: What is Sexual Harassment?
- Sexual Harassment Prevention: Civility in the Workplace
- Sexual Harassment Prevention: Taking Action
- Sexual Harassment Prevention: Addressing Harassment
- Sexual Harassment Prevention: What Happens Next?
- Sexual Harassment Prevention: Additional Management Responsibilities
- Substance Abuse Training for Employees
- Substance Abuse Training for Supervisors
- Team Building for Employees
- Team Building for Supervisors
- Workplace Bullying & Violence for Employees
- Workplace Bullying & Violence for Supervisors

TRANSPORTATION
- Alcohol & Drug Testing: What Drivers Need to Know
- Backing & Parking: Straight Truck Series
- Backing: Tractor-Trailers
- Cargo Securement: Dry Vans
- Cargo Securement Flatbeds
- CMV Driver Basics
- CSA: Know the BASICS
- Defensive Driving for Light & Medium Duty Vehicles
- Distracted Driving
- Driver Qualification Training for Managers
- Driving Techniques: Straight Truck Series
- Emergency Maneuvers: Driver Training Series
- Extreme Weather Driving: Driver Training Series
- Hazmat Highway Transportation: Driver Training
- Incident Investigations for Accidents & Near Misses
- Injury Prevention Around Tankers
- Injury Prevention for CMV Drivers
- Accident Procedures: Driver Training Series
- Master Driver: Air Brakes
- Master Driver: City Driving
- Master Driver: Coupling and Uncoupling
- Driving Techniques: Driver Training Series
- Master Driver: Emergency Maneuvers
- Extreme Weather Driving: Driver Training Series
- Fixed Object Collisions: Driver Training Series
- Night Driving: Driver Training Series
- Master Driver: Pattern Driving
- Master Driver: Rear End Collisions
- Master Driver: Rural Driving
- Motorcoach: Defensive Driving
- Motorcoach: Vehicle Inspections
- Personal Safety & Security for CMV Drivers
- Prohibiting the Coercion of CMV Drivers
- Pulling Doubles
- Reasonable Suspicion Testing: What Supervisors Need to Know
- Right Turns / Left Turns / Intersections
- Roadside Inspections for CMV Drivers
- Vehicle Inspections: Straight Truck Series
- Winter Safety: Working & Driving in Snow, Ice, & Extreme Cold

WORKPLACE
- Asbestos Awareness Training
- Arc Flash/Arc Blast Awareness & Safety
- Back Safety: Keep Your Back in Action
- Bloodborne Pathogens: Safety in the Workplace
- Confined Spaces: Entry Team Training - Construction Activities
- Confined Spaces: Entry Team Training - Maintenance Activities
- Crystalline Silica for General Industry Employers
- Electrical Safety: Training for Unqualified Employees
- Emergency Eyewash & Shower Use
- Emergency Preparedness & Response
- Fall Protection for General Industry
- Fire Extinguisher Use
- First Aid Basics
- Forklift Operator Safety Training
- Forklifts: Ultimate Hazard Perception Challenge (Basic, Intermediate, & Advanced)
- Hand & Foot Protection: PPE Employee Essentials
- HazCom: Introduction to Hazard Communication & GHS
- HazCom: What You Need to Know
- Hazmat: General Awareness Training
- Hazmat: Loading/Unloading & Load Segregation
- Hazmat: Reporting an Incident
- Hazmat: Safety Training
- Hazmat: Security Awareness Training
- Hazmat: The Hazardous Materials Table
- Hazmat Training Made Easier for All Employees
- Hazardous Substances: Incidental Spill Response
- Hazardous Substances: Spill Discovery & Notification

HAZWOPER: Respiratory Protection and Post Emergency
HAZWOPER: Respiratory Protection and Post Emergency
HAZWOPER: Hazardous Substance Recognition and Identification
- Head, Eye, & Face Protection: PPE Employee Essentials
- Hearing Protection: PPE Employee Essentials
- Hydrogen Sulfide for General Industry
- Hydrogen Sulfide for Oil & Gas Industry
- Ladder Safety for General Industry
- Lockout/Tagout: Put a Lock on Hazardous Energy
- Material Handling Safety
- Materials Handling, Storage, Use, & Disposal for Construction
- Motorized Pallet Jacks: Safe Operation
- Personal Protective Equipment: Employee Essentials
- Respiratory Protection: Breathing Safety
- Slips and Trips: Workplace Safety
- Slips, Trips, & Falls: Hazard Perception Challenge
- Walking-Working Surfaces: What Employees Need to Know
- Walking-Working Surfaces: What Supervisors Need to Know
- Workplace Safety Basics: In Case of an Emergency
- Workplace Safety Basics: Safe Use of Equipment
- Workplace Safety Basics: Work Environment
- Workplace Safety Basics: Work Practices
The University of Innovative Distribution (UID) is a concentrated educational program focused on the unique needs of the wholesale distribution industry. Known worldwide for excellence in education, UID is sponsored by the leading distribution professional associations, in cooperation with the Department of Technology Leadership and Innovation of Purdue University.

This three-day event is recommended for CEOs, Branch Managers, Sales & Marketing Managers, Purchasing Managers, Sales Personnel, HR Directors, Operations Managers. This event is held in the spring in Indianapolis, Indiana.

Learn more at www.naed.org/UID

SAVE THE DATE:
MARCH 13-18, 2021 AT THE JW MARRIOTT, INDIANAPOLIS, IN.
FOUR PILLARS OF THE SALES PROFESSION WORKSHOP

WORKSHOP DATES: NOVEMBER 10-12, 2020 I DAYTON, OH

Sales Professional Training with Don Buttrey

Help your sales team develop the fundamental skills they need to close more deals.

Veteran sales professionals will tell you the art of the sale isn’t found in a how-to manual. It’s learned through trial and error over the course of a long career. Salespeople are often thrown into the deep end without the first idea of where to begin.

Don Buttrey, President of Sales Professional Training, Inc. sought to change that with his Sales Professional Training Camps.

After years of trial and error, Don identified The Four Pillars of the Sales Profession that he uses in his extensive, gut level training. The intensive coursework is designed to provide new and veteran sales professionals with the real-world skills, tools and fundamental disciplines they need to succeed in today’s world. Sales professionals, sales managers and sales support staff will benefit from Don’s clear and actionable guidance.

Don will expertly guide attendees through each of The Four Pillars of the Sales Profession.

Pillar I - Personal Disciplines: Build a structure of fundamental tools and disciplines for consistent actions and maximum results in your territory or area of sales ownership.

Pillar II - Relationship Skills: Sharpen core communication skills and learn how to employ active listening for enhanced relationship building.

Pillar III - Strategic Selling: Learn industry best practices on prospecting, account penetration, follow-up service and CRM management for effective strategic planning.

Pillar IIII - Tactical Selling: Interact in targeted workshops designed to help sales professionals create strategic pre-call plans, respond to objections and hone their negotiation skills.

Register today and provide your sales team with consistent professional selling disciplines they need. Learn more at www.naed.org/4pillars.

THE FOUR PILLARS OF THE SALES PROFESSION WORKSHOP FEATURES A VARIETY OF SESSIONS!

Led by Don Buttrey, President of Sales Professional Training, Inc.
WHAT IS THE NAED LEADERSHIP DEVELOPMENT PROGRAM?
The NAED Leadership Development Program is a twelve-month curriculum specifically designed for developing leaders in the electrical distribution industry. The program is ideal for a manager at any level who needs to refine his or her leadership skills. With a mixture of assessments, one-on-one coaching, live and virtual training, case studies, and peer coaching, this experience blends together learning and development best practices. The program, created in response to key challenges NAED members have identified, will help current and future leaders face issues such as changes in the industry, new technology, and strengthening the customer experience.

WHY IS THE LEADERSHIP DEVELOPMENT PROGRAM IMPORTANT TO YOU?
The electrical distribution industry looks radically different than it did 20 years ago, and it will look radically different in the next decade. The leaders in your organization are going to have to be able to face these changes head on or risk the survival of your businesses. NAED’s new leadership development program will help your current and future leaders:
• Grow the company during industry changes
• Enhance the customer experience
• Improve employee retention
• Build emotional intelligence
• Increase company performance
• Increase overall employee fulfillment
• Enhance the workplace culture

Competency-Based Curriculum
Strong leadership is not about having one right way of communicating, behaving, or working with others. It is about taking your own unique strengths and leveraging them in a way that works for you and your organization. After interviews with members of NAED and research from trusted institutions around the United States, NAED partnered with Dale Carnegie to develop five leadership competencies which are critical for electrical distribution leaders to embrace, embody, and exemplify to be successful in the future. These competencies are embedded into every component of this leadership program.

Contact the Member Engagement Team with any questions or visit Naed.org/leadership.
The NAED staff is busy planning development opportunities for a variety of job functions and special interests. Below are brief summaries of these unique industry specific opportunities.

**ADVENTURE CONFERENCE** | BALTIMORE, MD | RENAISSANCE BALTIMORE HARBORPLACE | APRIL 28-30, 2021

The NAED Adventure Conference is all about the customer experience, and how we in the electrical industry can learn from new business and marketing trends to ensure our customers’ expectations are exceeded. The 2019 Adventure Conference was packed with education sessions and keynotes from authors, business and marketing experts, data security specialists, and many more. Stay informed at naed.org/Adventure.

**LEAD CONFERENCE** | 2021 DATE AND LOCATION TO BE ANNOUNCED

The LEAD Conference is a 2½ day event focused on developing and growing industry leaders at any level of their career. The 2019 LEAD Conference sold out and the 2020 LEAD Conference planning is underway. The focus of the conference will be pulled from the five competencies of the new Leadership Development Program. Stay informed at naed.org/lead.
TALENT DEVELOPMENT TOOLS

NAED has the tools to help you nurture and grow your employees from the start. By creating a culture of learning in your organization, you have the ability to engage your employees and put them on the right track for success.

ACHIEVE 40
When you invest in your workforce with an achievable goal of at least 40 hours annually, you will see results. Learn more about the Achieve 40 initiative at www.naed.org/Achieve40.

LEARNING PLANS
NAED offers several role-based learning plans, which are available in the VIP Core training package (p. 10-11). Roles include: onboarding, counter sales, inside sales, outside sales, warehouse, finance-credit, and purchasing.

GREEN TO GREAT
Establish a systematic approach to on-boarding new sales associates and branch managers with a consistent welcome experience. The green-to-great on-boarding program will inspire confidence in the new employee’s ability to sell by demonstrating a high-quality professional experience.

EMPLOYEE COMPENSATION REPORT (COMP Report)
Hiring and keeping good employees is essential to the profitability of your business. To achieve this goal, you must consider your overall employee compensation plan – not just your pay scales, but your benefits program as well – in comparison to other distribution firms. You need benchmarks. NAED has joined together with 19 other distribution organizations in sponsoring this large cross-industry compensation study. The latest survey available is 2020 COMP (based off of 2019 calendar year).

TALENT DEVELOPMENT BENCHMARKING STUDY
Featuring the results of a survey conducted Fall of 2019 with industry professionals, this report includes benchmarks for distributors, general HR practices, organizational statistics, training, and recruiting efforts. Organizational statistics are divided by number of branches, as well as roles such as warehouse, outside sales, and branch managers. (2019 study available for purchase)
The following manufacturers have made their online product training modules available in the NAED Learning Center, allowing members to assign and track learning for their employees in one convenient place. Login to the NAED Learning Center at naed.org for a full listing of courses available to you.

NAED THANKS ALL OUR PARTNERS!

IF YOUR COMPANY IS INTERESTED IN HOSTING YOUR CONTENT IN THE NAED LEARNING CENTER, PLEASE REACH OUT TO CHRISTENA JOHNSON AT CJOHNSON@NAED.ORG.
THANK YOU 2020 FUTURE FUND CONTRIBUTORS!

BY CONTRIBUTING TO THE FUTURE FUND, YOU ARE HELPING MOVE THE INDUSTRY FORWARD.

NAED FOUNDATION FELLOW
- Encore Wire, McKinney, TX
- Springfield Electric Supply Company, Springfield, IL

DIAMOND LEVEL
- Leviton Manufacturing Co, Inc., Melville, NY

PLATINUM LEVEL
- Kirby Risk, Lafayette, IN

GOLD LEVEL
- Electric Supply, Tampa, FL
- Standard Electric Supply Co., Milwaukee, WI

SILVER LEVEL
- Electric Supply Inc., Phoenix, AZ
- Crum Electric Supply Co., Inc., Casper, WY
- Gordon Electric Supply, Inc., Kankakee, IL
- ILSCO Corp., Lawrenceville, GA
- Medler Electric Company, Alma, MI
- RAB Lighting, Northvale, NJ
- Satco Products, Brentwood, NY
- Service Wire Company, Culloden, WV
- Van Meter, Cedar Rapids, IA
- Wiseway Supply, Florence, KY

BRONZE LEVEL
- Clayton Engineering Company, Wheeling, WV
- Fromm Electric Supply, Reading, PA
- Jesco Lighting Group, Port Washington, NY
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- Lewis Electric Supply Co., Inc., Muscle Shoals, AL
- Loyd’s Electric Supply, Branson, MO
- NSi Industries, LLC, Huntersville, NC
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IN RECOGNITION
GIFTS GIVEN IN MEMORY OF INDIVIDUALS BY IMARK
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TO LEARN MORE AND MAKE A CONTRIBUTION TO THE 2020 CAMPAIGN, VISIT NAED.ORG/FUTUREFUND