



NATIONAL ASSOCIATION OF  
ELECTRICAL DISTRIBUTORS

Smart Tools for Smart Distribution...



## Certified Electrical Professional Industry Certification Benefits and Requirements

### BENEFITS

#### THE CERTIFICANT

- > Feeling of importance within company
- > Recognition of accomplishment by superiors
- > Personal accomplishment builds commitment to career
- > Better understanding of role and relevance to customer
- > Career enhancement/advancement opportunities
- > Certificants viewed by others as a professional
- > Satisfaction of a clearer, broader career path

#### THE TRAINING DEPARTMENT

- > Structured program for employee goal setting
- > Established baseline knowledge
- > Recruitment and retention tool

#### THE COMPANY

- > Improved time and relations management
- > Increased employee satisfaction builds retention
- > Improved operations/service result in improved profitability
- > Competitive advantage for company

**THE OWNERS AND CEOS** will have more competent employees who interface with customers which leads to:

- > Stronger company
- > Reduction in turnover
- > Competitive advantage
- > Leadership opportunity to help industry secure future leaders

### REQUIREMENTS

#### > CEP-IS—Inside Sales

- > High school or GED equivalent
- > 18 months full-time experience in an inside sales position

#### > CEP-OS—Outside Sales

- > Associate or technical degree with five years of industry experience, of which two years must be in an outside sales position  
OR
- > High school or GED equivalent with five years of industry experience, of which three years must be in an outside sales position

#### RECERTIFICATION REQUIREMENTS

- > Certification renewal is required every three years. To maintain their certified status, certificants must submit an application documenting that they have completed 30 hours of Continuing Education Units as defined by the International Association for Continuing Education and Training.

For more information visit [www.naed-cep.org](http://www.naed-cep.org)



## Certified Electrical Professional Industry Certification



### Knowledge and Skills Necessary for the CEP\*

\*Based upon competencies defined by task forces and industry survey

#### INSIDE SALES

- 1. Selling products & services**
  - > Analyze and respond to customer requests
  - > Generate competitive and accurate quotes
  - > Produce sales orders with enhancements where applicable
  - > Facilitate sales process through communication
  - > Meet company sales objectives
- 2. Managing the sales order process**
  - > Prepare, process and manage sales orders
  - > Manage customer expectations
  - > Review open sales orders
  - > Facilitate order fulfillment through clear communication
  - > Provide support for future sales
- 3. Enhancing customer relationships & services**
  - > Develop customer relationships
  - > Maximize customer satisfaction
  - > Manage the company/customer relationship
  - > Provide support
  - > Address customer service issues
- 4. Using company & industry resources**
  - > Maintain knowledge of products and services
  - > Maximize efficiency and minimize company costs
- 5. Using personal resources**
  - > Maintain positive relationships
  - > Support order processing
  - > Meet sales objectives
  - > Negotiate sales

#### OUTSIDE SALES

- 1. Selling products & services**
  - > Effectively implement sales process including prospecting, qualifying, selling, quoting, following up
  - > Establish goals to meet company/customer objectives
  - > Participate in sales promotions and programs
  - > Obtain and analyze customer project information
  - > Collaborate with ISR and internal staff
  - > Identify sales opportunities and pursue additional sales
  - > Introduce new products and services
- 2. Managing accounts**
  - > Enhance customer's business
  - > Obtain fixed commitment from customers
  - > Evaluate accounts for revenue and profit
  - > Collaborate with credit department
  - > Write and review account plans
  - > Inform customers of order status
  - > Obtain market intelligence
- 3. Using company & industry resources**
  - > Maintain knowledge of products and services
  - > Maintain proficiency in business technologies
- 4. Using personal resources**
  - > Maintain business relationships
  - > Communicate through verbal, written, and presentations means
  - > Apply business principles for profitability