



NATIONAL ASSOCIATION OF  
ELECTRICAL DISTRIBUTORS

Smart Tools for Smart Distribution®



### **Knowledge and Skills for certification**

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 order with enhancements where applicable
  - Facilitate sales process through communication
  - Meet company sales objectives
2. Preparing, processing & managing sales orders
  - Prepare, process and manage sales orders
  - Manage customer expectations
  - Review open sales orders
  - Facilitate order fulfillment through 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

For more information visit

[www.naed-cep.org](http://www.naed-cep.org)