



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

#### 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

For more information visit

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