



NATIONAL ASSOCIATION OF  
ELECTRICAL DISTRIBUTORS

Smart Tools for Smart Distribution...

## BENEFITS OF BELONGING

Category	Education/Service	Benefits
<p><b>RESEARCH ON CRITICAL INDUSTRY ISSUES</b></p> <p>Watch <a href="http://www.naed.org">www.naed.org</a> for ongoing Research-in-Action Webinars</p>	<p>Leading electrical industry partners have invested nearly \$8 million in our endowment fund, the <b>Channel Advantage Partnership (CAP)</b>. The <b>CAP Council</b> uses the interest on this fund to generate research to benefit the entire industry.</p>	
	<p><b>Mitigating and Managing the Risks of Product Liability in the Global Market</b></p>	<p><b>Research Includes:</b></p> <ul style="list-style-type: none"> <li>➤ In-depth recommendations for distributors relating to the risks they face and actions they need to take to limit their product liability exposure</li> </ul>
	<p><b>Emerging Trends and Traps in Residential Construction</b></p>	<p><b>Research Includes:</b></p> <ul style="list-style-type: none"> <li>➤ A close look beyond today's challenges in the residential market to the future of this critical market segment. The study also researched the closely-held belief by distributors that home centers buy better from manufacturers.</li> </ul>
	<p><b>Managing Customer Profitability</b></p>	<p><b>Research Includes:</b></p> <ul style="list-style-type: none"> <li>➤ Easy-to-use Excel-based tool for measuring customer profitability with step-by-step users's manual</li> <li>➤ In-depth report on the nature of customer profitability relationships, key profit drivers, suggestions and scenarios for managing and improving profitability on target accounts</li> </ul>
	<p><b>Value-Added: Assessing the Service Offerings of Electrical Distributors</b></p>	<p><b>Research Includes:</b></p> <ul style="list-style-type: none"> <li>➤ How to evaluate and rank basic services' satisfaction and importance by customer segment; and develop benchmarks for service costs and areas where services are insufficient</li> <li>➤ Identification of a new service development process</li> </ul>
	<p><b>Operational Model for Increasing Distributor Profitability</b></p>	<p><b>Research Includes:</b></p> <ul style="list-style-type: none"> <li>➤ How to conduct a precise analysis of customer needs</li> <li>➤ How to identify elements of a lean production operational model</li> </ul>
	<p><b>Procurement Chain Management in the Construction Industry</b></p>	<p><b>Research Demonstrates:</b></p> <ul style="list-style-type: none"> <li>➤ The relationship between productivity and procurement</li> <li>➤ Assessment of strengths and weaknesses of each procurement model, along with a new procurement chain management tool</li> </ul>



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INDUSTRY INFORMATION	The Electrical Distributor (TED) Magazine	<ul style="list-style-type: none"> <li>› Helps you stay informed on industry issues, people, trends, products, and sales tips</li> </ul>
	tedmag.com	<ul style="list-style-type: none"> <li>› Online newsletter that gives you the latest, up-to-the-minute news in the electrical industry</li> </ul>
	NAED Technology Informer	<ul style="list-style-type: none"> <li>› Online newsletter that gives you the current trends and news on technology in the electrical industry</li> </ul>
ADVOCACY ON YOUR BEHALF WITH POTENTIAL RECRUITS	PowerUpYourCareer Employee Recruitment Website	<p>NAED's new <b>PowerUpYourCareer.com</b> website offers participating member distributors a powerful tool for recruiting the next generation of employees. This site allows prospective employees to gain a better understanding of the products we sell, how we go to market and the career opportunities that are available.</p> <p><b>Benefits to Participating Distributors</b></p> <ul style="list-style-type: none"> <li>› Weblinks to your home page and career site allow visitors to research your company and potential careers</li> <li>› Offers immediate credibility for your distributorship in the minds of this highly desirable target audience</li> <li>› Ongoing, focused marketing to build continuous website traffic</li> <li>› Promotion of the NAED website provides awareness of your company as an exciting career choice</li> <li>› Provides student and school counselor recruitment literature that can be customized for your company</li> <li>› New recruitment kit enables distributors to design their own recruitment efforts.</li> </ul>
ADVOCACY ON YOUR BEHALF WITH MANUFACTURERS	Distributor Operations for Manufacturers	<ul style="list-style-type: none"> <li>› Conducted by NAED onsite at the manufacturer's location, this seminar helps manufacturer employees better understand the electrical distribution channel by providing an overview of distributor operations.</li> </ul>
	Distributor Operations Field Visit for Manufacturers	<ul style="list-style-type: none"> <li>› Program gives manufacturers the chance to spend quality learning time at distributor locations</li> <li>› Provides an opportunity to build lasting business relationships between manufacturers and distributors and to realize a better understanding of each other's needs</li> </ul>



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<b>ADVOCACY ON YOUR BEHALF WITH YOUR CUSTOMERS</b>  Contractor Education to Maximize Sales	<b>Profitable Project CDs and Online Courses</b>	These educational programs are designed to help you help your electrical contractor customers become more successful in their business. CDs include audio recordings and interactive presentations.  <b>Topics include:</b> <ul style="list-style-type: none"> <li>➤ Understanding Your Financial Statements and Maximizing Your Bank Relationship</li> <li>➤ Exploring the Upsell Opportunity with Your Customer</li> <li>➤ Getting Your Field People to Think Like Salespeople</li> <li>➤ Create Demand Selling—A Whole Team Approach</li> </ul>
	<b>Life Upgrades—Electrical Options for Better Living</b>	<ul style="list-style-type: none"> <li>➤ The Life Upgrades program helps contractors make the most of upsell opportunities and enhance their ability to sell premium products at key moments in the life of a job: in the planning stages of new home construction or a remodel.</li> <li>➤ Professional, customizable materials include Contractor Audit, Life Upgrades Guide for contractors, and are based on three trends critical to sales: Safety, Quality of Life, and Energy Efficiency</li> </ul>
	<b>Energy Star Partnership</b>	<ul style="list-style-type: none"> <li>➤ Benefit from Energy Star's national, regional, and local marketing efforts</li> <li>➤ Use the nationally recognized Energy Star logo in your promotional materials and on your Web site (subject to certain conditions)</li> </ul>
	<b>NAED Online Distributor Directory</b>	<ul style="list-style-type: none"> <li>➤ Lets potential customers looking for quality distributors find your location easily</li> </ul>
	<b>NAED Promotes You</b>	<ul style="list-style-type: none"> <li>➤ Advertisements in electrical contractor magazines promoting NAED-approved distributors</li> <li>➤ Window, door and counter signs set you apart from the competition</li> </ul>



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<b>CERTIFICATION PROGRAM</b>	<b>Certified Electrical Professional (CEP)</b>	<ul style="list-style-type: none"> <li>➤ Providing a new level of professionalism with a baseline for performance and differentiation from your competition</li> <li>➤ Available for both distributor and manufacturing associates</li> <li>➤ <b>Outside Sales</b> certification is based on mastery of position and competencies of selling products and services, managing accounts, and using company, industry and personal resources.</li> <li>➤ <b>Inside Sales</b> certification is based on mastery of position and competencies of selling products and services, preparing, processing and managing sales orders, enhancing customer relationships and services, and using company, industry and personal resources.</li> </ul>
<b>ONLINE EDUCATION</b>	<b>NAED Learning Center (NLC)</b> Web-based learning and management system	<p><b>The NLC (<a href="http://www.naedlearningcenter.org">www.naedlearningcenter.org</a>) gives you:</b></p> <ul style="list-style-type: none"> <li>➤ A streamlined process to train, track, and manage your employees' progress with a customized home page for your company's own online university</li> <li>➤ Industry-specific NAED courses</li> <li>➤ Business skills courses in sales, customer service, software, OSHA safety, communications, and more</li> <li>➤ Manufacturers' product training courses</li> </ul>
<b>PROFITABILITY EDUCATION</b>	<b>Maximize Your Profit Power</b> Online at the NAED Learning Center (NLC)	<p><b>Online course developed specifically for electrical distribution:</b></p> <ul style="list-style-type: none"> <li>➤ Helps non-accounting employees understand the distributor's profit equation</li> <li>➤ Highlights how to increase your bottom line by reviewing your current situation and demonstrating how to make money with the resources you have</li> </ul>
	<b>Profit Talk 101 Teleconference/CD Series</b>	<ul style="list-style-type: none"> <li>➤ Economical and convenient—You don't have to leave your office and you can have multiple listeners in one location</li> <li>➤ Topics cover sales, inventory, credit, financials, HR, acquisitions, purchasing, recruiting, and more</li> </ul>



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CORE CURRICULUM	<b>The World of Electrical Distribution DVD</b>	<ul style="list-style-type: none"> <li>➤ Designed specifically for orienting of new employees</li> <li>➤ Shows new associates how each link in the supply chain works and how each person in your company contributes value to the process</li> </ul>
	<b>Electrical Distributor Guided Education (EDGE)</b> Online at the NAED Learning Center (NLC)	<ul style="list-style-type: none"> <li>➤ Provides introductory training in the basics of electricity and electrical products for employees at every level</li> <li>➤ Explores fundamentals of electricity, electrical systems products, apparatus products, and lamps and lighting products</li> </ul>
PRODUCT APPLICATION EDUCATION	<b>Electrical Products Education Course (EPEC)</b> The symbol of quality and gauge of professional competency (includes workbooks and blueprints)	<ul style="list-style-type: none"> <li>➤ Allows students to work with your own manufacturer catalogs for a real world learning experience in how to integrate the full range of products you sell, their applications, AND how each is interrelated with other products in electrical systems</li> <li>➤ Offers three levels of achievement and professional recognition: Bronze, Silver, and Gold with a total of 15 modules for in-depth learning in product application and opportunity selling</li> <li>➤ Gives students the advantage of having experienced industry Reviewers evaluate their work to assure mastery of material</li> </ul>
	<b>VDV Voice-Data-Video</b> (includes workbooks and blueprints)	<ul style="list-style-type: none"> <li>➤ Provides your staff the knowledge and confidence to seek out new sales opportunities in this area and be alert to sales for related items</li> <li>➤ Allows students to work with your own manufacturer catalogs for a real world learning experience; as with EPEC, Reviewers evaluate their work to assure mastery of material</li> <li>➤ Five learning modules include three new chapters on Wireless Networks, Home Networks, and Video Systems</li> </ul>
SALES TRAINING	<b>Counter Pro</b> Online at the NAED Learning Center (NLC)	<b>Teaches employees:</b> <ul style="list-style-type: none"> <li>➤ How to improve sales with the right greeting, active listening, and upselling</li> <li>➤ How to solve problems and turn complaints into positive encounters</li> <li>➤ How to overcome objections</li> </ul>



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SALES TRAINING (cont.)	<b>Advanced Inside Sales</b> Online at the NAED Learning Center (NLC)	Teaches inside sales representatives how to increase sales and maximize profits, including three sections: <ul style="list-style-type: none"> <li>› Pricing introduces valuable pricing skills and concepts for improving the profitability of your company</li> <li>› The Complex Sale shows how to deal with multiple buying influences successfully so you can increase your company's sales</li> <li>› QVA Selling teaches important skills and concepts for turning the value your company offers into something your customer understands—dollars.</li> </ul>
	<b>On-Site Personalized Training</b>	› On-location training with instruction and materials customized to your company's training needs
	<b>Certified Sales Professional Program</b> NAED is a co-sponsor with the Institute for Professional Advancement, the educational subsidiary of the Manufacturers' Representatives Educational Research Foundation.	Three-day seminar covers the fundamental skills of effective selling: <ul style="list-style-type: none"> <li>› The consultative selling process</li> <li>› Strategic sales planning</li> <li>› Relationship building</li> <li>› Time and territory management</li> </ul>
WAREHOUSE TRAINING	<b>Warehouse Pro</b> Online at the NAED Learning Center (NLC)	› Teaches your warehouse associates that running a more effective operation is a critical factor in the company's profitability  › Helps your employees gain a deeper understanding of the electrical industry, their role as a warehouse professional, what to expect, and how to succeed



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NETWORKING WHILE YOU LEARN	<b>NAED National Electrical Leadership Summit</b> Strategic Planning booths hosted by NAED manufacturers & allied partners	<ul style="list-style-type: none"> <li>➤ National meeting brings the entire industry together in the same place at the same time for phenomenal keynotes and outstanding educational sessions</li> <li>➤ Gives access to the <b>top executives</b> at hundreds of electrical distributors, manufacturers, and manufacturer rep firms for unparalleled networking opportunities</li> </ul>
	<b>NAED Regional Meetings</b> B2B booths hosted by NAED distributor members	<ul style="list-style-type: none"> <li>➤ Allows distributors from one region to come together to meet their peers and trading partners while learning new ways to improve their businesses from quality speakers and industry experts</li> <li>➤ Provides opportunities to have your voice heard at panel sessions dealing with tough industry issues</li> </ul>
	<b>AdVenture NAED Electrical Sales &amp; Marketing Conference</b>	<ul style="list-style-type: none"> <li>➤ National meeting offers separate sales and marketing education tracks in addition to combined powerful keynote sessions and industry panels</li> <li>➤ Roundtable format allows marketing and sales colleagues all along the supply chain to meet and understand each other's businesses</li> </ul>
	<b>NAED Leadership Enhancement and Development Conference (LEAD)</b>	<ul style="list-style-type: none"> <li>➤ Unique conference LEADs the way for emerging electrical industry executives to build managerial skills and network with channel partners</li> <li>➤ Attendees benefit from powerful keynotes, interactive, hands-on-learning from peers and industry experts that share their wisdom with "up and comers"</li> </ul>
	<b>NAED Women In Industry Forum</b>	<ul style="list-style-type: none"> <li>➤ Make industry connections for professional and personal growth</li> <li>➤ Share and learn valuable tips for success in the electrical industry</li> </ul>
	<b>NAED HR &amp; Training Conference</b>	<ul style="list-style-type: none"> <li>➤ National meeting provides best practices, nationally recognized keynote speakers, education sessions, and networking for distributor and manufacturing human resources and training professionals</li> <li>➤ Education sessions include peer panels in industry-specific hot topics while networking events feature roundtable discussions on individual company best practices</li> </ul>
	<b>NAED Local Market Area Meetings</b>	<ul style="list-style-type: none"> <li>➤ Offers affordable, local professional development and networking opportunities designed to serve a wide range of employee levels</li> </ul>
	<b>University of Industrial Distribution (UID)</b>	<ul style="list-style-type: none"> <li>➤ Provides a four-day, comprehensive professional development opportunity with 30 hours of training in sales and marketing, management, HR, finance, and technology</li> </ul>



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PROFITABILITY TOOLS	Performance Analysis Report (PAR)	<ul style="list-style-type: none"> <li>&gt; Allows you to compare your company's operations to a cross-sampling of other distributors</li> <li>&gt; Benchmarks your company against high-profit companies so you can see where you are doing well and what areas you need to improve</li> </ul>
	Employee Compensation Report	<ul style="list-style-type: none"> <li>&gt; Allows you to see how your benefits and salaries stack up to a cross-sampling of distributors across the country and in your area</li> <li>&gt; Helps you hire and retain the best by keeping salaries and benefits competitive</li> </ul>
INDUSTRY INITIATIVES FOR IMPROVED PROFITABILITY	<b>NAED Task Forces Tackle Tough Industry Problems</b> <small>(More information at <a href="http://www.naed.org">www.naed.org</a>)</small>	<p><b>Volunteers from distribution and manufacturing</b> have donated their time and expertise to analyze industry processes, identify, and recommend best practices to gain efficiencies and take costs out of the channel. Task Force efforts have produced best practices in the following areas:</p> <ul style="list-style-type: none"> <li>&gt; Supply Chain Report Card</li> <li>&gt; Reverse Logistics</li> <li>&gt; Product Introductions</li> <li>&gt; Distributor-Into-Stock Cost Communications</li> <li>&gt; Special Pricing Authorization (SPA) Process</li> <li>&gt; Point of Sale/Point of Transfer</li> </ul>
	<b>IDEA</b> <small>A joint NAED &amp; NEMA enterprise</small>	<p><b>IDEA provides a common, synchronized language of e-business:</b></p> <ul style="list-style-type: none"> <li>&gt; IDW: Enhanced industry product database allows both manufacturers and distributors to use the same accurate information to eliminate costly transaction errors</li> <li>&gt; IDX: Low-cost network connecting trading partners facilitates sending and receiving electronic business documents, saving IDX users 30-90% on VAN charges</li> <li>&gt; Standardized EDI Transaction Formats: IDEA creates, updates and maintains standards for transmission of e-business communications</li> </ul>
MEMBER SAVINGS	NEC® Products	<ul style="list-style-type: none"> <li>&gt; NAED members save a huge amount on the pre-publication sale of code books and continue to save year-round on NEC purchases in between pre-publication offers</li> </ul>
	NAED's ExxonMobil Group Purchasing Fleet Program	<ul style="list-style-type: none"> <li>&gt; Helps your bottom line by crediting a monthly rebate to your account</li> <li>&gt; Earn a potential rebate of up to \$.05 per gallon on every gallon of fuel purchased at participating ExxonMobil stations</li> <li>&gt; Rebate is based upon the COMBINED purchasing power of all participating NAED members</li> <li>&gt; Optional online account management center allows for greater control of card purchases</li> </ul>
	National Association of Wholesaler-Distributors (NAW)	<ul style="list-style-type: none"> <li>&gt; NAED members enjoy savings on a variety of offerings from NAW</li> </ul>