

CEP SALES

NAED has partnered with The Sales Institute at Florida State University (FSU) to offer the CEP-Sales certification program. This one-of-a-kind designation is a powerful way to validate your skill set and elevate the level of professionalism in today's industry. CEP-Sales designations are available for Inside Sales (IS), Outside Sales (OS) and Counter Sales (CS).

BUYER UNDERSTANDING

Buyer Behavior

- Tapping Into Your Buyer's Social Style
- Clues to Identifying Buyer Social Styles
- Selling to Different Social Styles

Buying Roles

- Understanding the Buying Center

Buying Process

- Why Buyers Buy
- Tracking the Buyer's Journey

NEW OPPORTUNITIES

Prospecting Sources

- Finding the Best Leads
- Prospecting Myths Busted
- Secrets to Generating More Leads

Managing a Funnel

- Managing Your Sales Funnel for More Sales
- Diagnosing the Health of Your Pipeline

Appointment Setting

- Preparing for Telephone Prospecting
- Getting Past the Gatekeeper
- Turn Cold Calls into Warm Calls
- Techniques to Improve Cold Calling
- Don't Sabotage Your Cold Calls

Networking

- Leveraging the Strengths of Referrals

Social Media

- Crafting an Effective LinkedIn Profile
- Prospecting with LinkedIn Groups
- Leveraging LinkedIn Company Pages
- Harness the Power of Social Media

NEW ERA OF SALES

The New Sales Model

- Succeeding in the New World of Sales
- The Evolving Sales Profession
- Why a Career in Sales?



SELLING WITH IMPACT

Sales Call Planning

- Elevating Sales Meeting Effectiveness
- Creating a Successful Meeting Plan
- Leaving No Doubt

Approach

- Successfully Start the Sales Conversation
- Engaging Prospects in 15 Seconds

Discovering Needs

- Diagnosing Customer Needs
- GOALS Approach to Discovery
- General Condition Questions
- Obstacles, Opportunities & Outlay

Questions

- Accomplishment Questions
- Leverage Questions
- Summary & Solution Questions
- In Action: GOALS-based Discovery

Effective Presentations

- Presenting Product with Credibility
- Match Product Features to Buyer Needs
- Use a Customer Value-Driven Approach
- Create a Strong Value Proposition

Overcoming Objections

- Understanding Customer Objections
- 3 Steps to Handling Objections
- Planning for Customer Objections
- Selling with Stories
- The Power of Stories
- Sales Boost: Selling with Stories

Closing Strategies

- Hierarchy of Closes

WINNING MORE DEALS

Deal Strategy

- Unlocking Complex Deals
- Escalating Win Rates with Better Fit
- Moving Prospects Off Status Quo
- Guiding Buyers in Solution Development
- Why You and Your Solution
- Avoiding the Curse of Overconfidence

Negotiation Strategy

- Mastering the Basics of Negotiation

SELLING WITH INTEGRITY

Win-Win Solutions

- Building Win-Win Relationships

Being Accountable

- Ethical Behavior in Sales
- Doing the Right Thing
- Strategies for Entertaining in Sales

CUSTOMER GROWTH

Building Long-Term Relationships

- Locking in Customer Relationships
- Service After the Sale

Balancing Service & Profit

- Maximizing Your Account Portfolio
- Avoiding the Customer Satisfaction Trap

Key Account Management

- What's Key About Key Accounts?

PREPARING TO WIN

A Winning Attitude

- Adopting a Winning Attitude
- Check Your Ego at the Door
- Embrace Your Role in Sales
- Projecting a Professional Image

Managing Your Time

- Becoming a Disciplined Time Manager
- Working Smarter, Not Harder
- Take Control Over Your Time

Personal Motivation

- Getting Out of a Slump
- The Power of Resilience
- Chasing Greatness: A Loss Isn't Always a Loss

NAED INDUSTRY COURSES

- Bottom Line Basics [3 hrs.]
- Boost Profits: Increase Customer Profitability [0.5 hrs.]
- Selling & Communicating to All Generations [1.75 hrs.]
- Selling Green 101 [0.5 hrs.]
- Choose from:
 - Outside Sales Pro [4.5 hrs.]
 - Inside Sales Pro [4.5 hrs.]
 - Counter Pro [2.5 hrs.]