



Talent Development Catalog

Your source for training and
human resources tools.



2022



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“The only thing worse than training your employees and having them leave is not training them and having them stay.”

- Henry Ford, Ford Motor Company



Schedule a Consultation

Create a culture of learning in your organization with help from your NAED Member Engagement team. We are here to help you develop, implement, and track your employees' success and to help you understand how to get the most of your investment with NAED. Schedule a consultation with your NAED Member Engagement representative, and you will:

- Learn about the extensive training programs NAED has to offer including online, self-paced and live training.
- Gain an understanding of how initiatives such as Achieve 40 and Green to Great can have an impact on your business.
- Create learning paths or tracks of training based on job position and the specific needs of your organization.
- Learn about the functionality and design of the NAED Learning Center, which can be customized for your business.

Contact the NAED Member Engagement team at 888.791.2512 or memberengagement@naed.org.



Christena Johnson
Member Engagement
Manager



Colin Dowd
Member Engagement
Manager











Jennifer McKinney
Member Engagement
Manager



Julie King
Member Engagement
Manager

YOUR SUCCESS IS OUR PASSION

NAED Offers A Variety Of Programs To Meet All Your Learning Needs

| | EPEC | CEP | NAED Industry Bundle | VIP Core | VIP Management | VIP Safety & HR Compliance | Leadership Development Program | Meetings |
|---|---|------------------------|-------------------------------|------------------------------|---|----------------------------|---|---------------------------------------|
|  Recommended Audience | Employees with 1+ years industry experience or employees in sales | Sales Associates | Employees new to the industry | Entry to mid-level employees | Branch managers, supervisors, employees on managerial track | All Employees | Emerging leaders, high-potentials, and mid-level managers | See individual programs on pgs. 17-18 |
|  Online | X | X | X | X | X | X | X | |
|  Live, Face to Face | | | | | | | X | X |
|  Pre-Requisites Required | X | | | | | | | |
|  Certificate of Completion | X + digital badge | X + digital badge | | | | | X | |
|  Class Length | 31-140 Hours | Approximately 40 Hours | 10 Minutes - 2 Hours | 10 Minutes - 2 Hours | 10 Minutes - 2 Hours | 15 Minutes - 1 Hour | 60-80 Hours | 3 Days |
|  Subscription Length | Expiration upon release of new edition - min. 6 months notice | 1 Year | 1 Year | 1 Year | 1 Year | 1 Year | | |
|  Completion Time | 6 Months - 1 Year | Varies | Varies | Varies | Varies | Varies | 1 Year | |

**Also included are over 600 manufacturer courses from NAED industry partners.*

Start Today!

Visit naed.org/education-courses to help identify the best training opportunities and learning paths available to put your employees on the right track.



Do You Have Your Own LMS?

Do you have your own learning management system (LMS)? Are you interested in signing your employees up for training, but need access to it through your own LMS? Look no further, because NAED offers content licensing for members with their own LMS.

Courses are delivered from the NAED SCORM cloud directly to your learning management system, giving your employees direct access to specific NAED industry courses.*

AVAILABLE COURSES INCLUDE:

- Boost Profits
- Bottom Line Basics
- Branch Management: Business Ethics
- Counter Pro
- Customer Service Role Play: Counter or Delivery Driver
- EDGE
- Engaging & Retaining
- Inside Sales Pro
- Introduction to Electrical Distribution
- Knowledge Share
- Outside Sales Pro
- Recruit Locally
- Recruiting with Social Media
- Communicating Across the Generations
- Selling Green
- Branch Management: Sexual Harassment
- Branch Management: Using the Income Statement
- Warehouse Pro

For additional information, contact the NAED Member Engagement team:
memberengagement@naed.org or call 888-791-2512.

NAED Offers Content Licensing For Members With Their Own LMS

**Additional courses from this catalog may be available for licensing.*

Electrical Products Education Course (EPEC)



Originally developed in 1986, the Electrical Products Education Course® (EPEC) has become known as the cornerstone of sales and product training in the electrical distribution industry, with more than 12,000 graduates to date. EPEC provides information about individual products, their applications, and how they are interrelated with other products in electrical systems.

BRONZE



[2020 NEC / 2018 CE Code]

EPEC Bronze provides you with the beginning sales skills and product knowledge for more than 200 products you work with every day. Each step guides students through residential, industrial and commercial environments as you learn how to increase your sales by acquiring knowledge and the relationship between products in a system.

- **Module 1** – Introduction to Electrical Products
- **Module 2** – Residential
- **Module 3** – Light Industrial
- **Module 4** – Commercial and Outdoor
- **Final Exam**
- **Capstone**

SILVER



[2020 NEC / 2018 CE CODE]

EPEC Silver takes you beyond beginning electrical products to intermediate as you dive deeper into lighting, loads, industrial machinery and hostile and hazardous environments. You will expand your product knowledge and sales skills to exceed your customers' needs while you grow in your career.

- **Module 1** – Lighting
- **Module 2** – Load Considerations
- **Module 3** – Industrial Machinery
- **Module 4** – Hostile & Hazardous Environments
- **Final Exam**
- **Capstone**

GOLD



[2020 NEC / 2018 CE CODE]

EPEC Gold is the final level to master EPEC product knowledge with advanced topics of providing quality power; controllers, relays, drives; and energy management. Once you finish the three modules you will complete the capstone project and final exam that will bring together everything you've learned since your first Bronze module.

- **Module 1** – Delivering Quality Power
- **Module 2** – Controllers, Relays, & Drives
- **Module 3** – Energy Management
- **Final Exam**
- **Capstone**



Manager Guides Available

AUTOMATION



This specialized level explains the fundamental information needed to sell automation products within the electrical distribution field. It promises to broaden the general sales professional's knowledge base and better answer customers' needs in this growing market.

- **Module 1** – Introduction to Automation
- **Module 2** – Basic Automation
- **Module 3** – Intermediate Automation
- **Module 4** – Advanced Automation
- **Final Exam**
- **Capstone**

LIGHTING



[2020 NEC / 2018 CE CODE]

This specialized level takes all of the product knowledge and sales skills from Bronze, Silver, and Gold to create one level detailing only lighting and controls. Topics include introduction to electrical products, lighting basics, lighting sources & ballasts, luminaires & calculations, lighting applications & energy management.

- **Module 1** – Introduction to Electrical Products
- **Module 2** – Lighting Basics
- **Module 3** – Lighting Sources and Ballasts
- **Module 4** – Luminaires and Calculations
- **Module 5** – Lighting Applications and Energy Management
- **Final Exam**
- **Capstone**

DATACOM & VIDEO



[2020 NEC/2018 CE CODE]

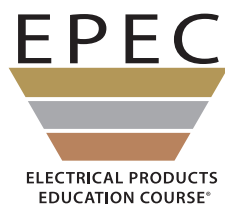
Built from the knowledge of industry experts, EPEC Datacom & Video provides the knowledge of voice, data and video products you need to better recommend products that are appropriate for the needs of customers.

- **Module 1** – Copper Communications
- **Module 2** – Fiber Optics
- **Module 3** – Cable Pathways & Management
- **Module 4** – Networks, Telephony, Sound & Video
- **Final Exam**
- **Capstone**



Manager Guides Available

Digital badges are available upon completion of each program.
Visit naed.org/digitalbadges for more information.



The Cornerstone of Sales and Product Training in the Electrical Distribution Industry

CEP Program

NAED has partnered with The Sales Institute at Florida State University (FSU) and SPARXiQ to offer the CEP program. Whether you are an inside, outside or counter sales associate, this industry designation is a powerful way to improve your sales skills and elevate your level of professionalism. This program offers engaging videos, online modules, learning activities and helpful job aids to help you strengthen the key sales competencies you need for success.

Competency: Succeed in Sales Today

- 6 courses focused on the evolving sales profession and how to succeed in the new world of sales

Competency: Understand Buyers

- 13 courses focused on identifying buyer's social styles, various buyer roles, buyer's needs, and how decisions are made

Competency: Prospect New Opportunities

- 21 courses focused on prospecting and generating leads, managing your sales funnel, cold calling, referrals, and using social media effectively

Competency: Sell with Impact

- 31 courses focused on creating successful meetings and sales conversations, diagnosing customer needs, obstacles, opportunities, and developing meaningful questions, value proposition, customer objections, story-telling, and closing the sale

Competency: Win More Deals

- 6 courses focused on complex deals, increasing win rates, guiding buyers in solution development, and avoiding overconfidence

Competency: Negotiate Effectively

- 21 courses focused on mastering and applying your negotiation skills

Competency: Build Customer Relationships

- 9 courses focused on identifying the buyer-seller relationship, service after the sale, maximizing and customizing your account portfolio

Competency: Prepare to Win

- 13 courses focused on adopting a winning attitude, professionalism, positive thinking, managing your time effectively, dealing with loss, and testing your resilience

Competency: Sell with Integrity

- 6 courses focused on ethical behavior, entertaining appropriately, and building win-win relationships

Competency: Improve Industry Sales

- 2 courses focused on improving sales:
 - Communicating Across the Generations
 - Selling Green

Competency: Boost Company Profits

- 2 courses focused on company profitability:
 - Bottom Line Basics
 - Boost Profits

Competency: Know Electrical Products

- 1 course focused on electrical product education:
 - EDGE

A digital badge is available upon completion of the CEP program. Visit naed.org/digitalbadges for more information.



Dual Recognition (CEP & EPEC)

NAED now offers dual recognition for graduates who have completed both EPEC and CEP programs. Coupling CEP's exceptional sales training with the industry's best product training completes the package and positions a sales rep to be more successful in their role. Upon successful completion of both CEP and a level of EPEC:

- Students will receive the standard print certificates for both program (two certificates)
- In addition to the individual program badges, students will also receive a NEW digital badge recognizing this dual achievement known as CEP Bronze, CEP Silver, CEP Gold, CEP Automation, CEP Lighting, or CEP Datacom & Video

For more information on how to receive dual recognition, please contact memberengagement@naed.org.

To learn more about digital badges offered for other NAED training programs, visit naed.org/digitalbadges.

DUAL RECOGNITION LOGOS RECEIVED UPON ACHIEVEMENT:



Take Advantage Of The Opportunity To Learn, Grow And Revitalize Your Sales Numbers And Career

For any organization in the electrical distribution industry looking to help increase engagement and retention among employees while also contributing to gains in sales and profit margin, EPEC is the perfect fit. EPEC has proven itself to be a good investment:*

- EPEC graduates demonstrate a 2-3 year head start compared to peers who have not completed the training, with increased sales and profit margins
- Employees develop increased confidence in selling abilities

For more information on EPEC or to learn how to enroll, please visit naed.org/epec

*Research conducted and highlighted in the September 2018 issue of tED magazine (tedmag.com)

NAED Industry Bundle

The NAED Industry Bundle includes 17 NAED-developed courses to help your staff better understand the industry from profitability to better understanding of electrical products.

Customer Service

- **Customer Service Role Play: Counter or Delivery Driver [0.5 hrs]**
Recommended audience: Customer Service

A customer service role play, designed to increase profitability, maintain customers and promote efficiency.

Ethics

- **Branch Management: Business Ethics [0.5 hrs]**
Recommended audience: Managers
Practice ethical decision-making skills with 10 different business scenarios specific to distribution.
- **Branch Management: Sexual Harassment [0.5 hrs]**
Recommended audience: Managers
Helps associates define sexual harassment, handle complaints and prevent harassment.

Finance

- **Bottom Line Basics® [2 hrs]**
Recommended audience: Associates at every level
Learn the key financial indicators and formulas used to measure profitability, how electrical distributors generate a profit and how every associate can contribute to the bottom line.
- **Branch Management: Using the Income Statement [0.5 hrs]**
Recommended audience: Managers
Provides the fundamentals in branch profitability and using an income statement. Allows associates to practice analyzing an income statement to spot trends and make business decisions.

Onboarding

- **Electrical Distributor Guided Education® [EDGE]**
[Modules between 1 1/2 - 2 1/2 hours long]
Recommended audience: Associates at all levels
Associates will gain a fundamental understanding of electrical principles and terms, basic electrical principles and customer applications.
- **Introduction to Electrical Distribution [0.5 hrs]**
Recommended audience: New hires in any role
In this online game you will learn about industry career options and receive basic product introductions while you earn virtual prizes.

Warehouse

- **Warehouse Pro [3 hrs]**
Recommended audience: Warehouse associates
Students learn a foundational understanding of the electrical distribution industry and the important role they play within their companies.

Sales

- **Boost Profits: Increase Customer Profitability [0.5 hrs]**
Recommended audience: Sales Associates
Students learn how to identify their profitable customers so they can spend time where it has the most positive impact.
- **Counter Pro® [2.5 hrs]**
Recommended audience: Counter Sales Associates
Learn how the right greeting, active listening, up-selling and overcoming objections will increase sales in your counter area.
- **Inside Sales Pro [4.5 Hrs]**
Recommended audience: Inside Sales Associates
Identify strengths and weaknesses in areas for inside sales success, including: selling products and services, preparing, processing and managing sales orders and enhancing customer relationships.
- **Outside Sales Pro [4.5 Hrs]**
Recommended audience: Outside Sales Associates
Identify strengths and weaknesses in areas for outside sales success, including: selling products and services, managing accounts, and using company and personal resources.
- **Communicating Across the Generations [.75 hrs]**
Recommended audience: Inside and outside sales
This mobile-friendly, six-part series gives associates the ideas and skills to connect and communicate with multiple generations, both within the company and with external customers.
- **Selling Green [3.25 hrs]**
Recommended audience: Distributors interested in green solutions
This series consists of five short, separate courses, each concentrating on a specific green sales opportunity.

Managing People

- **Engaging & Retaining [0.75 hrs]**
Recommended audience: Hiring managers and HR professionals
Managers will learn strategies for identifying, engaging, and retaining their full, key, and rookie contributors.
- **Knowledge Share: Grow Your Staff Expertise [0.5 hrs]**
Recommended audience: HR, Training Managers
Learn different examples on how explicit and tacit knowledge can be retained.
- **Recruit Locally [0.5 hrs]**
Recommended audience: Hiring managers and HR professionals
Learn how to attract the top local talent to your company by developing your centers of influence and a successful recruiting plan.

Electrical Industry Playbook:

An Introduction to the Market, its Players and the Business

The Electrical Industry Playbook is an online training module for new employees to help jump-start their understanding of the electrical market so they can successfully navigate the industry. This module is also an important resource for existing, tenured employees to help further sharpen their skillsets and advance their industry knowledge.

Empowering your team with training resources provide tangible benefits to you and your team, and ultimately, to your partners and customers.

The Electrical Industry Playbook includes a complete toolkit of resources:

- 60-minute online training module with interactive activities featuring key takeaways
- Glossary of important terminology
- Discussion guide for learning customization

| Overview | Who Should Take This Program | Details |
|---|---|---|
| <p>Chapter 1: The Electrical Ecosystem (market segments, channel players)</p> <p>Chapter 2: Project Types and the Bidding Process (the project and specification process for new construction; in-plant industrial automation; renovation market)</p> <p>Chapter 3: Selling Through Distribution</p> | <p>Designed for employees across North America in any department (inside/outside sales, counter sales, marketing, quotations, purchasing, project management, customer service...just to name some areas) who need to understand the market, the interrelationships among channel partners, and the bidding/buy/sell process.</p> <p>This would be an excellent introduction to the industry for new employees as part of an orientation program.</p> | <ul style="list-style-type: none">• Available online in English and French• Duration: one-hour• Includes interactive activities to further engage learners and to check for understanding• Features various resources: glossary and user manuals (for trainees and managers) to support each learner's journey through the program |

VIP Core

Take a step into the electrical industry's most comprehensive and relevant online training library. VIP Core gives you access to more than 130 online training modules—including NAED industry-specific titles (highlighted in grey), such as Bottom Line Basics and EDGE. The NAED industry-specific courses can be purchased separately from VIP Core (see pg 10).

Communication

- Acting with Diplomacy and Tact [0.6 hrs]
- Audience and Purpose in Business Writing [0.5 hrs]
- Become a Great Listener [.4 hrs]
- Building Your Presentation [0.5 hrs]
- Choosing the Right Interpersonal Communication Method to Make Your Point [0.5 hrs]
- Clarity and Conciseness in Business Writing [0.5 hrs]
- Communicating Effectively with Customers [0.5 hrs]
- Creating Well-Constructed Sentences [0.6 hrs]
- Editing and Proofreading Business Documents [.5 hrs]
- Effective Listening [0.25 hrs]
- Getting the Details Right: Spelling Basics [0.5 hrs]
- Giving Appropriate Feedback [0.25 hrs]
- How Organizational Learning Drives Positive Change [0.1 hr]
- Influence and Persuasion [0.25 hrs]
- Influencing Key Decision Makers [0.1 hr]
- Keeping Business Calls Professional [.4 hrs]
- Listening Even When it's Difficult to Listen [0.5 hrs]
- Making an Impact with Non- Verbal Communication [0.4 hrs]
- Navigating Challenging Situations with Diplomacy and Tact [0.5 hrs]
- Personal Power and Credibility [0.4 hrs]
- Planning an Effective Presentation [0.5 hrs]
- Polishing Your Feedback Skills [0.25 hrs]
- Staying Balanced in a Shifting World [0.2 hrs]

- The Art and Science of Communication [0.4 hrs]
- Troublesome Words and Phrases: Common Usage Mistakes in Writing [0.5 hrs]
- Trust Building through Effective Communication [0.4 hrs]
- Using Active Listening in Workplace Situations [0.6 hrs]
- Using Punctuation Marks [0.5 hrs]
- Using the Parts of Speech [0.5 hrs]
- Writing Effective Emails and Instant Messages [0.5 hrs]


Customer Service

- Controlling Conflict, Stress and Time in a Customer Service Environment [0.5 hrs]
- **Customer Service Role Play: Counter or Delivery Driver [0.5 hrs]**
Recommended audience: Customer Service
A customer service role play, designed to increase profitability, maintain customers and promote efficiency.
- Dealing with Customer Service Incidents and Complaints [0.5 hrs]
- Designing a Customer Service Strategy [0.5 hrs]
- Embracing a Customer-obsessed Mentality [.4 hrs]
- Facing Confrontation in Customer Service [0.5 hrs]
- Listening to Customers [0.1 hr]
- Polishing Your Skills for Excellent Customer Service [.4 hrs]
- Providing Effective Internal Customer Service [0.5 hrs]
- Providing On-site Customer Service [0.5 hrs]
- Providing Telephone Customer Service [0.5 hrs]
- Rapport Building in Customer Service [0.5 hrs]
- Remaining Tactful and Diplomatic under Pressure [.4 hrs]


Ethics

- Becoming More Professional through Business Etiquette [0.3 hrs]
- Being a Responsible Corporate Digital Citizen [.4 hrs]
- **Branch Management: Business Ethics [0.5 hrs]**
Recommended audience: Managers
Practice ethical decision-making skills with 10 different business scenarios specific to distribution.
- **Branch Management: Sexual Harassment [0.5 hrs]**
Recommended audience: Managers
Helps associates define sexual harassment, handle complaints and prevent harassment.
- Developing Your Business Ethics [0.4 hrs]
- Ethics, Integrity, and Trust [1 hr]
- Global Business Ethics [.3 hrs]
- Influence Others with Political Savvy [0.25 hrs]

Finance

- **Bottom Line Basics® [2 hrs]** 
Recommended audience: Associates at every level
Learn the key financial indicators and formulas used to measure profitability, how electrical distributors generate a profit and how every associate can contribute to the bottom line.
- **Branch Management: Using the Income Statement [0.5 hrs]**
Recommended audience: Managers
Provides the fundamentals in branch profitability and using an income statement. Allows associates to practice analyzing an income statement to spot trends and make business decisions.
- Key Accounting Concepts and Principles [0.4 hrs]
- Using Financial Analysis for Credit Decisions [0.25 hrs]

NAED Industry Training

- **Electrical Distributor Guided Education® [EDGE]** 
[Modules between 1 1/2 - 2 1/2 hours long]
Recommended audience: Associates at all levels
Associates will gain a fundamental understanding of electrical principles and terms, basic electrical principles and customer applications.
- **Introduction to Electrical Distribution [0.5 hrs]**
Recommended audience: New hires in any role
In this online game you will learn about industry career options and receive basic product introductions while you earn virtual prizes.
- **Warehouse Pro [3 hrs]**
Recommended audience: Warehouse associates
Students learn a foundational understanding of the electrical distribution industry and the important role they play within their companies.

Problem Solving

- Choosing and Using the Best Solution [0.4 hrs]
- Defining Alternative Solutions to a Problem [0.4 hrs]
- Getting to the Root of a Problem [0.5 hrs]



Manager Coaching Guides Available

Professional Development

- Becoming an Accountable Professional [0.5 hrs]
- Becoming Your Own Best Boss [0.5 hrs]
- Building Your Professional Network [.4 hrs]
- Criticism in Context [0.1 hr]
- Cultivating Relationships with Your Peers [0.4 hrs]
- Developing a Personal Accountability Framework [0.4 hrs]
- Developing a Plan to Further Your Career [0.5 hrs]
- Developing Diplomacy and Tact [.4 hrs]
- Ensuring Successful Presentation Delivery [0.5 hrs]
- Forging Ahead with Perseverance and Resilience [.5 hrs]
- Gaining a Positive Perspective on Feedback [0.5 hrs]
- Managing Pressure and Stress to Optimize Your Performance [0.4 hrs]
- Navigating Other People's Emotions [0.4 hrs]
- Navigating the Workplace with Emotional Intelligence [0.4 hrs]
- Navigating Your Own Emotions [0.5 hrs]
- Organize Your Physical and Digital Workspace [0.5 hrs]
- Organizing Your Email [0.5 hrs]
- Planning an Effective Performance Appraisal [0.1 hrs]
- Promoting Respect in the Workplace for Employees [.3 hrs]
- Take a Deep Breath and Manage Your Stress [0.4 hrs]
- Taking Stock of Your Work/Life Balance [0.4 hrs]
- The Building Blocks of Building Trust [0.5 hrs]
- Your Role in Workplace Diversity [.5 hrs]

Project Management

- Creating a Project Schedule and Budget [0.5 hrs]
- Defining a Project Scope and Team [0.5 hrs]
- Defining Alternative Solutions to a Problem [0.25 hrs]
- Getting to the Root of a Problem [0.1 hr]
- Handling Team Conflict [0.1 hr]
- Managing a Project to Minimize Risk and Maximize Quality [0.5 hrs]
- Managing Scope on a Project [0.1 hr]
- Navigating through Changes and Conflicts in Projects [.5 hrs]
- New Project Manager Essentials [0.5 hrs]
- Project Management Essentials [0.25 hrs]
- Taking Final Steps to Bring a Project to its Close [0.5 hrs]

Purchasing

- Vendor Negotiations: Choosing the Best Approach [0.25 hrs]
- Vendor Management for Technology Professionals [.4 hrs]

Sales

- **Boost Profits: Increase Customer Profitability [0.5 hrs]**
Recommended audience: Sales Associates
Students learn how to identify their profitable customers so they can spend time where it has the most positive impact.
- Business Strategy for the Post-pandemic Economy [.5 hrs]
- **Communicating Across the Generations [.75 hrs]**
Recommended audience: Inside and outside sales
This mobile-friendly, six-part series gives associates the ideas and skills to connect and communicate with multiple generations, both within the company and with external customers.
- **Counter Pro® [2.5 hrs]**
Recommended audience: Counter Sales Associates
Learn how the right greeting, active listening, up-selling and overcoming objections will increase sales in your counter area.

- Developing Your Business Acumen [.3 hrs]
- Effective Body Language in Negotiations [0.1 hr]
- Helping Customers Find You [0.4 hrs]

• Inside Sales Pro [4.5 Hrs]

Recommended audience:

Inside Sales Associates

Identify strengths and weaknesses in areas for inside sales success, including: selling products and services, preparing, processing and managing sales orders and enhancing customer relationships.

- Interacting with Customers [0.1 hr]
- Managing Your Corporate Reputation Online [0.5 hrs]
- Negotiating the Best Solution [.5 hrs]
- Negotiating Well and Going for the Close [0.5 hrs]

• Outside Sales Pro [4.5 Hrs]

Recommended audience:

Outside Sales Associates

Identify strengths and weaknesses in areas for outside sales success, including: selling products and services, managing accounts, and using company and personal resources.

- Prospecting: Panning for Sales Gold [0.4 hrs]
- Reaching Customers Digitally [0.5 hrs]

• Selling Green [3.25 hrs]

Recommended audience: Distributors interested in green solutions

This series consists of five short, separate courses, each concentrating on a specific green sales opportunity.

- The Discovery Meeting: Starting Off on the Right Foot [0.4 hrs]
- The First Steps in Negotiating [0.4 hrs]
- The Value Proposition: Getting Your Pitch Right [0.4 hrs]
- Turning Objection into Opportunity during a Sales Call [0.4 hrs]

Time Management

- Aligning Goals and Priorities to Manage Time [0.4 hrs]
- Aligning Unit Goals and Imperatives [0.25 hrs]
- Avoid Procrastination by Getting Organized Instead [0.4 hrs]
- Beating Procrastination by Boosting Your Creativity and Drive [.3 hrs]
- Make the Time You Need to Get Organized [0.5 hrs]
- Maximize Your Productivity by Managing Time and Tasks [0.4 hrs]
- Prioritizing Personal and Professional Responsibilities [0.1 hrs]
- Procrastination: Admitting it is the First Step [.3 hrs]
- Setting and Managing Priorities [0.25 hrs]
- The Art of Staying Focused [0.5 hrs]

Role-Specific Learning Plans are Available through the VIP Core Package



Manager Coaching Guides Available

VIP Management

VIP Management, consisting of over 90 courses, is designed to help develop management trainees, new branch managers or anyone in a management role. Build upon your core skills and learn new methods that will allow you to expand your knowledge and become the best manager possible.

Managing Change

- Beyond Change: Working with Agility [0.1 hr]
- Creating a Project Schedule and Budget [0.1 hr]
- Coaching Techniques That Inspire Coachees to Action [0.6 hrs]
- Involving Employees in Corporate Change [0.1 hrs]
- Leading Your Team Through Change [0.5 hrs]
- Managing Motivation during Organizational Change [0.4 hrs]
- Moving Forward with Change Planning [0.4 hrs]
- Organizations Change So Get Ready [0.1 hr]

Managing People

- Americans with Disabilities Act: An Overview for Managers [0.25 hrs]
- Attracting and Retaining Talent [0.25 hrs]
- Being a Fair and Caring Manager [0.5 hrs]
- Building a Leadership Development Plan [0.5 hrs]
- Building Career Development Programs and Succession Planning [0.2 hrs]
- Building Innovation, Cultures and Leaders [0.5 hrs]
- Building the Foundation for an Effective Team [0.5 hrs]
- Coaching [0.25 hrs]
- Coaching Techniques That Inspire Coachees to Action [0.1 hr]
- Communicating Properly during Layoffs [0.1 hr]
- COMPLIANCE EXPERT: Bullying – The Manager's Role [0.2 hrs]
- COMPLIANCE EXPERT: Harassment and Retaliation for Managers [0.2 hrs]
- COMPLIANCE IMPACT: Harassment – Handling the Complaint [0.1 hr]
- Creating a Plan for Performance Management [0.4 hrs]
- Detecting and Dealing with Performance Problems [0.4 hrs]

- Developing a Successful Team [0.5 hrs]
- Developing the Next Generation [0.1 hr]
- Effective Team Communication [0.5 hrs]
- Effectively Directing and Delegating as a Manager [0.5 hrs]
- Encouraging Team Communication and Collaboration [0.5 hrs]
- **Engaging & Retaining [0.75 hrs]**
Recommended audience: Hiring managers and HR professionals
Managers will learn strategies for identifying, engaging, and retaining their full, key, and rookie contributors.
- Facing the Management Challenges of Difficult Behavior & Diverse Teams [0.5 hrs]
- Fostering Mentored Relationships [0.4 hrs]
- Harassment Prevention for US Managers – Workplace [1.4hrs]
- Keeping Top Performers Challenged [0.3 hrs]
- Keeping Your Coaches Committed and Accountable [0.6 hrs]

• **Knowledge Share:**
Grow Your Staff Expertise [0.5 hrs]
Recommended audience: HR, Training Managers
Learn different examples on how explicit and tacit knowledge can be retained.

- Leading by Motivating [0.3 hrs]
- Maintaining a Cohesive Multigenerational Workforce [0.4 hrs]
- Managing Employee Development [0.5 hrs]
- Managing in a Crisis [0.3 hrs]
- Managing Multigenerational Employees [0.4 hrs]
- Managing Performance [0.25 hrs]
- Managing Your Company's Talent [0.4 hrs]
- Planning an Effective Performance Appraisal [0.3 hrs]
- Polishing Your Feedback Skills [0.6 hrs]
- Positive: Establishing a Positive Work Environment [0.4 hrs]
- Positive: Establishing an Engaged Workforce [0.4 hrs]
- Positive: How Organizational Learning Drives Positive Change [0.4 hrs]

• Recruit Locally [0.5 hrs]

Recommended audience: Hiring managers and HR professionals

Learn how to attract the top local talent to your company by developing your centers of influence and a successful recruiting plan.

• Recruiting with Social Media [0.5 hrs]

Recommended audience: Hiring managers and HR professionals

Learn how to leverage social media networks such as LinkedIn and Twitter to pipeline and hire talent.

- Taking Action to Empower Employees [0.3 hrs]
- Taking Your Team to the Next Level with Delegation [0.3 hrs]
- Underperforming Employee: Now What? [0.1 hr]

Managing The Business

- Acting Decisively [0.25 hrs]
- Business Analysis Activities and Tools [1.7 hrs]
- Business Analysis Analytical Techniques [1.6 hrs]
- Business Analysis Documentation and Criteria [1 hr]
- Business Analysis Overview [1 hr]
- Business Analysis Professional Effectiveness Competencies [1 hr]
- COMPLIANCE EXPERT: Privacy & Information Security – Some Examples from the Trenches [0.1 hr]
- COMPLIANCE EXPERT: Privacy & Information Security – The Basics [0.1 hr]
- COMPLIANCE IMPACT: Antitrust – Rigging the Bid [0.1 hr]
- Defining Alternative Solutions to a Problem [0.1 hr]
- Developing an Effective Business Case [0.5 hrs]
- Gauging Your Organization's High- Performing Potential [0.4 hrs]
- Key Elements of Business Execution [0.5 hrs]
- Making Meetings Work [0.1 hr]
- Managing for Cross-Functionality [0.4 hrs]

- Managing Goals [0.2 hrs]
- Managing Meetings for Productivity and Effectiveness [0.25 hrs]
- Personal Skills for Effective Business Analysis [1 hr]
- Perspectives for Effective Analysis [1.8 hrs]
- Planning Meetings Fit for Purpose [0.3 hrs]
- Playing the Devil's Advocate in Decision Making [0.1 hr]
- RADD Knowledge: Part 1 [0.8 hrs]
- RADD Knowledge: Part 2 [0.9 hrs]
- Running Meetings in Better Directions [0.3 hrs]
- Sharing a Vision [0.3 hrs]
- The BA Elicitation and Collaboration Knowledge Area [1.5 hrs]
- The BA Planning and Monitoring Knowledge Area [1.6 hrs]
- The Requirements Life Cycle Management Knowledge Area [1 hr]
- The Solution Evaluation Knowledge Area [1 hr]
- The Strategy Analysis Knowledge Area [1 hr]
- Thinking Strategically as a Manager [0.5 hrs]
- Verifying and Building on Creative Ideas [0.4 hrs]

Managing Yourself

- Asserting Yourself in the Workplace [0.25 hrs]
- Being an Effective Manager When Times Are Tough [0.4 hrs]
- Facing Challenges as First-Time Manager [0.3 hrs]
- Making the Move into Management [0.25 hrs]
- The Reality of Being a First-Time Manager [0.4 hrs]

VIP Safety & HR Compliance

The VIP Safety & HR Compliance package includes over 150 courses from J.J. Keller & Associates, Inc. on HR Compliance, Transportation, and Workplace Safety. Fulfill sexual harassment requirements for every employee with HR Compliance; driving basics/advanced topics, Hazmat, and master driver requirements with Transportation Safety; and forklift and common warehouse practices with the Workplace Safety training.

Training available in the following packages: HR Compliance and Workplace Safety Bundle, Transportation Bundle, or VIP Safety (all three packages).

HR Compliance

- Active Shooter 2.0
- ADA for Supervisors
- Diversity and Discrimination for Employees
- Diversity and Discrimination for Supervisors
- Effective Communication for Employees
- Effective Communication for Supervisors
- FMLA for Supervisors
- Sexual Harassment Prevention: What is Sexual Harassment?
- Sexual Harassment Prevention: Civility in the Workplace
- Sexual Harassment Prevention: Taking Action
- Sexual Harassment Prevention: Addressing Harassment
- Sexual Harassment Prevention: What Happens Next?
- Sexual Harassment Prevention: Additional Management Responsibilities
- Substance Abuse Training for Employees
- Substance Abuse Training for Supervisors
- Team Building for Employees
- Team Building for Supervisors
- Workplace Bullying & Violence for Employees
- Workplace Bullying & Violence for Supervisors

Transportation

- Accident Procedures: Driver Training Series
- Alcohol & Drug Testing: What Drivers Need to Know
- Backing & Parking: Straight Truck Series
- Backing: Tractor-Trailers
- Cargo Securement: Dry Vans
- Cargo Securement Flatbeds
- CMV Driver Basics
- CSA: Know the BASICS

- Defensive Driving for Light & Medium Duty Vehicles
- Distracted! Driving
- Driver Qualification Training for Managers
- Driving Techniques: Driver Training Series
- Driving Techniques: Straight Truck Series
- Emergency Maneuvers: Driver Training Series
- Extreme Weather Driving: Driver Training Series
- Hazmat Highway Transportation: Driver Training
- Incident Investigations for Accidents & Near Misses
- Injury Prevention Around Tankers
- Injury Prevention for CMV Drivers
- Master Driver: Air Brakes
- Master Driver: City Driving
- Master Driver: Coupling and Uncoupling
- Master Driver: Emergency Maneuvers
- Extreme Weather Driving: Driver Training Series
- Fixed Object Collisions: Driver Training Series
- Night Driving: Driver Training Series
- Master Driver: Pattern Driving
- Master Driver: Rear End Collisions
- Master Driver: Rural Driving
- Motorcoach: Defensive Driving
- Motorcoach: Vehicle Inspections
- Personal Safety & Security for CMV Drivers
- Prohibiting the Coercion of CMV Drivers
- Pulling Doubles
- Reasonable Suspicion Testing: What Supervisors Need to Know
- Right Turns / Left Turns / Intersections
- Roadside Inspections for CMV Drivers
- Vehicle Inspections: Straight Truck Series
- Winter Safety: Working & Driving in Snow, Ice, & Extreme Cold

Workplace

- Asbestos Awareness Training
- Arc Flash/Arc Blast Awareness & Safety
- Back Safety: Keep Your Back in Action
- Bloodborne Pathogens: Safety in the Workplace
- Confined Spaces: Entry Team Training - Construction Activities
- Confined Spaces: Entry Team Training - Maintenance Activities
- Crystalline Silica for General Industry Employers
- Electrical Safety: Training for Unqualified Employees
- Emergency Eyewash & Shower Use
- Emergency Preparedness & Response
- Fall Protection for General Industry
- Fire Extinguisher Use
- Fire Prevention & Response
- First Aid Basics
- Forklift Operator Safety Training
- Forklifts: Ultimate Hazard Perception Challenge (Basic, Intermediate, & Advanced)
- Hand & Foot Protection: PPE Employee Essentials
- HazCom: Introduction to Hazard Communication & GHS
- HazCom: What You Need to Know
- Hazmat: General Awareness Training
- Hazmat: Loading/Unloading & Load Segregation
- Hazmat: Reporting an Incident
- Hazmat: Safety Training
- Hazmat: Security Awareness Training
- Hazmat: The Hazardous Materials Table
- Hazmat Training Made Easier for All Employees
- Hazardous Substances: Incidental Spill Response
- Hazardous Substances: Spill Discovery & Notification
- HAZWOPER: Respiratory Protection and Post Emergency
- HAZWOPER: Respiratory Protection and Post Emergency
- HAZWOPER: Hazardous Substance Recognition and Identification
- Head, Eye, & Face Protection: PPE Employee Essentials
- Hearing Protection: PPE Employee Essentials
- Hydrogen Sulfide for General Industry
- Hydrogen Sulfide for Oil & Gas Industry
- Ladder Safety for General Industry
- Lockout/Tagout: Put a Lock on Hazardous Energy
- Material Handling Safety
- Materials Handling, Storage, Use, & Disposal for Construction
- Motorized Pallet Jacks: Safe Operation
- Personal Protective Equipment: Employee Essentials
- Respiratory Protection: Breathing Safely
- Slips and Trips: Workplace Safety
- Slips, Trips, & Falls: Hazard Perception Challenge
- Walking-Working Surfaces: What Employees Need to Know
- Walking-Working Surfaces: What Supervisors Need to Know
- Workplace Safety Basics: In Case of an Emergency
- Workplace Safety Basics: Safe Use of Equipment
- Workplace Safety Basics: Work Environment
- Workplace Safety Basics: Work Practices



NAED
Leadership
Development

EMBRACE | EMBODY | EXEMPLIFY

What Is The Naed Leadership Development Program?

The NAED Leadership Development Program is a twelve-month curriculum specifically designed for developing leaders in the electrical distribution industry. The program is ideal for a manager at any level who needs to refine his or her leadership skills. With a mixture of assessments, one-on-one coaching, live and virtual training, case studies, and peer coaching, this experience blends together learning and development best practices. The program, created in response to key challenges NAED members have identified, will help current and future leaders face issues such as changes in the industry, new technology, and strengthening the customer experience.

Why Is The Leadership Development Program Important To You?

The electrical distribution industry looks radically different than it did 20 years ago, and it will look radically different in the next decade. The leaders in your organization are going to have to be able to face these changes head on or risk the survival of your businesses. NAED's new leadership development program will help your current and future leaders.

Competency-Based Curriculum

Strong leadership is not about having one right way of communicating, behaving, or working with others. It is about taking your own unique strengths and leveraging them in a way that works for you and your organization. After interviews with members of NAED and research from trusted institutions around the United States, NAED partnered with Dale Carnegie to develop five leadership competencies which are critical for electrical distribution leaders to embrace, embody, and exemplify to be successful in the future. These competencies are embedded into every component of this leadership program.

Contact the Member Engagement Team with any questions or visit naed.org/leadership.

Grow the company during industry changes

Enhance the customer experience

Improve employee retention

Build emotional intelligence

Increase company performance

Increase overall employee fulfillment

Enhance the workplace culture

A photograph of three men in a classroom or workshop setting. The man in the foreground on the left is older, with grey hair, wearing a light green polo shirt, and is looking down at a notebook. The man on the right is younger, with dark hair and a mustache, wearing a dark blue polo shirt, also looking down. A third man is visible in the background, wearing a purple shirt and glasses, looking down. They are all seated at a table. A red semi-transparent box is overlaid on the left side of the image, containing the text 'The University of Innovative Distribution' in white.

The University of Innovative Distribution

Truly An Eye-Opening Event That Delivers The Direct Skills To Create Change.

The University of Innovative Distribution (UID) is a concentrated educational program focused on the unique needs of the wholesale distribution industry. Known worldwide for excellence in education, UID is sponsored by the leading distribution professional associations, in cooperation with the Department of Technology Leadership and Innovation of Purdue University.

This three-day event is recommended for CEOs, Branch Managers, Sales & Marketing Managers, Purchasing Managers, Sales Personnel, HR Directors, Operations Managers. This event is held in the spring in Indianapolis, Indiana. Learn more at www.naed.org/UID

Save the Date:

March 21-24, 2022

Do you have your own learning management system (LMS)? Are you interested in signing your employees up for training, but need access to it through your own LMS? Look no further, because NAED offers content licensing for members with their own LMS.

Courses are delivered from the NAED SCORM cloud directly to your learning management system, giving your employees direct access to specific NAED industry courses.*

Special Interest Development Opportunities

The NAED staff is busy planning development opportunities for a variety of job functions and special interests. Below are brief summaries of these unique industry specific opportunities.

◆ Adventure Conference

April 12 - 14, 2022

Baltimore, MD | Renaissance Harborplace Hotel

The NAED Adventure Conference is all about the customer experience, and how we in the electrical industry can learn from new business and marketing trends to ensure our customers expectations are exceeded. The Adventure Conference packed with education sessions and keynotes from authors, business and marketing experts, data security specialists, and many more. Stay informed at naed.org/Adventure.

◆ LEAD Conference

The Leadership Enhancement and Development (LEAD) Conference mission is to provide a forum to develop the electrical industry's current and emerging leadership. With education, training, advocacy, and networking serving as cornerstones, LEAD strives to prepare NAED members and affiliates for active participation, growth, and leadership within their own organizations, as well as in the electrical industry. Stay informed at naed.org/lead.

◆ Talent Development Conference

The NAED Talent Development Conference gives attendees the tools and knowledge they need to become a key player in helping both their organizations and themselves succeed. Attendees at this event will learn industry best practices and will have opportunities to network and share ideas in a non-competitive environment. Stay informed at naed.org/hrt.

◆ Women In Industry Forum

NAED's Women in Industry Forum provides an environment for female professionals within electrical distribution to take steps toward advancing their careers by leveraging educational opportunities. This conference is ideal for all females, from entry level to upper management, in the electrical industry. The Forum provides education opportunities for attendees allowing them to connect with senior leadership within industry-leading companies. Stay informed at naed.org/womeninindustry.

Talent Development Tools

NAED has the tools to help you nurture and grow your employees from the start. By creating a culture of learning in your organization, you have the ability to engage your employees and put them on the right track for success.

Achieve 40

When you invest in your workforce with an achievable goal of at least 40 hours annually, you will see results. Learn more about the Achieve 40 initiative at www.naed.org/Achieve40.



Learning Plans

NAED offers several role-based learning plans, which are available in the VIP Core training package (p. 12-13). Roles include: onboarding, counter sales, inside sales, outside sales, warehouse, finance-credit, and purchasing.

Green To Great

Establish a systematic approach to on-boarding new sales associates and branch managers with a consistent welcome experience. The green-to-great on-boarding program will inspire confidence in the new employee's ability to sell by demonstrating a high-quality professional experience.



BRANCH MANAGER | INSIDE SALES | OUTSIDE SALES

Employee Compensation Report (COMP report)

Hiring and keeping good employees is essential to the profitability of your business. To achieve this goal, you must consider your overall employee compensation plan – not just your pay scales, but your benefits program as well – in comparison to other distribution firms. You need benchmarks. NAED has joined together with 19 other distribution organizations in sponsoring this large cross-industry compensation study. The latest survey available is 2020 COMP (based off of 2019 calendar year). 2022 report available early summer.

Talent Development Benchmarking Study

The Talent Development Benchmarking Report allows members to view how their talent development practices stack up against other NAED distributor members. Survey results highlight general HR practices, onboarding, organizational statistics, training requirements, talent development spending, and trends in recruiting. (2021 report available for purchase)



NAED Manufacturer Training Partners

The following manufacturers have made their online product training modules available in the NAED Learning Center, allowing members to assign and track learning for their employees in one convenient place. Login to the NAED Learning Center at naed.org for a full listing of courses available to you.



NAED THANKS ALL OUR PARTNERS!

If your company is interested in hosting your content in the NAED Learning Center, please reach out to Julie King at jking@naed.org.