

# HIT THE RESET BUTTON FOR 2021







Position Yourself for Success with **EPEC** and **CEP**.

WHAT TRAINING IS THE BEST FIT FOR YOUR EMPLOYEES?  
WHETHER IT'S PRODUCT OR SALES KNOWLEDGE, NAED HAS YOU COVERED.



# VS



PROGRAM HIGHLIGHTS		PROGRAM HIGHLIGHTS
<ul style="list-style-type: none"> <li>◆ Comprehensive Product Knowledge                             <ul style="list-style-type: none"> <li>◆ Six Levels: Bronze, Silver, Gold, Automation, Lighting, Datacom &amp; Video</li> </ul> </li> </ul>		<ul style="list-style-type: none"> <li>◆ Comprehensive Sales Training Program from Florida State University                             <ul style="list-style-type: none"> <li>◆ Negotiation Content from SPARXIQ</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>◆ Expert Advice from Industry Veterans                             <ul style="list-style-type: none"> <li>◆ Discussion Platform for Students</li> </ul> </li> </ul>		<ul style="list-style-type: none"> <li>◆ NAED Industry Specific Courses</li> </ul>
<ul style="list-style-type: none"> <li>◆ Online Modules, Capstone and Final Exam</li> </ul>		<ul style="list-style-type: none"> <li>◆ Micro-Learning Format                             <ul style="list-style-type: none"> <li>◆ Study Guides and Final Exam</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>◆ Meets NAED Recommendation of 40 Hours of Training Annually</li> </ul>		<ul style="list-style-type: none"> <li>◆ Meets NAED Recommendation of 40 Hours of Training Annually</li> </ul>
EMPLOYEE BENEFITS		EMPLOYEE BENEFITS
<ul style="list-style-type: none"> <li>◆ Increased Confidence in Working With Cut Sheets and Talking About Products</li> </ul>		<ul style="list-style-type: none"> <li>◆ Increased Confidence in Lead Generation                             <ul style="list-style-type: none"> <li>◆ Relationship Building and Selling with Integrity</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>◆ Increase Sales Potential by Understanding Complementary Products and Substitutions</li> </ul>		<ul style="list-style-type: none"> <li>◆ Increased Understanding of Buyers                             <ul style="list-style-type: none"> <li>◆ Increase Sales Potential by Utilizing a Defined Sales Process</li> </ul> </li> </ul>

## Go a Step Further and Receive DUAL Certification!

Coupling CEP's exceptional sales training with the industry's best product training completes the package and positions your sales team to be more successful in their role.



## READY | SET | GO!

Contact [memberengagement@naed.org](mailto:memberengagement@naed.org) to learn more.