



CEP Program

The Certified Electrical Professional (CEP) program provides knowledge and skills needed to become more efficient and profitable in selling and negotiations. Access is granted for one year and includes over 150 online courses totaling roughly 35 hours of content. Upon successful completion of the online final exam, you unlock over 6 additional hours of negotiation content to reinforce these sales skills. When you graduate the CEP program, you earn both a printed certificate and digital badge.

Competency: Succeed in Sales Today

- Succeeding in the New World of Sales
- The Evolving Sales Profession
- Why a Career in Sales?
- Conduct an Informal Interview
- Coffee with Closers - Jon Pace
- Coffee with Closers - Mark Kramer

Competency: Understand Buyers

- Tapping into Your Buyer's Social Style
- Discover Your Social Style
- Clues to Identifying Buyer Social Styles
- Identifying Buyer Social Styles
- Selling to Different Social Styles
- Understanding the Buying Center
- Selling Through Procurement
- Identify the Buyer Roles
- Why Buyers Buy
- Tracking the Buyer's Journey
- What Can Scientists Tell Us About How Decisions Are Really Made
- Buyer Needs - Explicit vs. Implicit

Competency: Prospect New Opportunities

- Finding the Best Leads
- Prospecting Myths Busted
- The Importance of Prospecting
- Secrets of Generating More Leads
- Managing Your Sales Funnel for More Sales
- 5 Common Sales Funnel Mistakes
- Diagnosing the Health of Your Pipeline
- Dissecting a Sales Pipeline
- 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
- Leveraging the Strength of Referrals
- Capturing Your Personal Network
- 5 Networking Mistakes Almost Everybody Makes
- Crafting an Effective LinkedIn Profile
- Prospecting with LinkedIn Groups
- Leveraging LinkedIn Company Pages
- Harness the Power of Social Media
- Creating an Effective LinkedIn Profile

Competency: Sell with Impact

- Elevating Sales Meeting Effectiveness
- Creating a Successful Meeting Plan
- Leaving No Doubt
- Successfully Start the Sales Conversation
- The Successful Approach
- Engaging Prospects in 15 Seconds
- Opening the Conversation
- Diagnosing Customer Needs
- GOALS Approach to Discovery
- General Condition Questions
- Obstacles, Opportunities & Outlay Questions
- Accomplishment Questions
- Leverage Questions
- Summary & Solution Questions
- GOALS-based Discovery in Action
- Applying the GOALS Model
- Presenting Product with Credibility
- Customer Conversations or Sales Chit Chat?
- Match Product Features to Buyer Needs
- Use a Customer Value-Driven Approach

- Create a Stronger Value Proposition
- Impact to the Value Chain
- Understanding Customer Objections
- 3 Steps to Handling Objections
- Planning for Customer Objections
- Responding to Objections
- The Power of Stories
- Sales Boost: Selling with Stories
- Start Building Your Story Library
- Hierarchy of Closes
- Your Take on the Sales Conversation

Competency: Win More Deals

- 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

Competency: Negotiate Effectively

- Mastering the Basics of Negotiation
- Don't Mistake Negotiating for Haggling
- Apply Your Negotiation Knowledge
- Negotiation White Belt - 01 Welcome & Limo Case Introduction
- Negotiation White Belt - 02 Limo Case Critique & Basics
- Negotiation White Belt - 03 Tactics
- Negotiation White Belt - 04 Pressure & Planning
- Negotiation White Belt - 05 Uncovering Pressure
- Negotiation White Belt - 06 Targets & Expectations
- Negotiation White Belt - 07 Tactics & Countermeasures
- Negotiation White Belt - 08 Limo Case Takeaways
- Negotiation White Belt - 09 Surf Case Introduction
- Negotiation White Belt - 10 Surf Case Critique & The Nibble
- Negotiation White Belt - 11 Fuzzy Money
- Negotiation White Belt - 12 Surf Case Takeaways
- Negotiation White Belt - 13 Persuasion
- Negotiation White Belt - 14 Concession Making
- Negotiation White Belt - 15 Satisfaction
- Negotiation White Belt - 16 Relationship

- Negotiation White Belt - 17 Stud Case Introduction
- Negotiation White Belt - 18 Stud Case Critique & Final Takeaways

Competency: Build Customer Relationships

- Locking in Customer Relationships
- Win by Building Relationships, Not Selling on Price
- Identifying the Buyer-Seller Relationship
- Service After the Sale
- Maximizing Your Account Portfolio
- Avoiding the Customer Satisfaction Trap
- Constructing the Account Portfolio Matrix
- What's Key About Key Accounts?
- 5 Questions to Ask Your Best Customers

Competency: Prepare to Win

- Adopting a Winning Attitude
- Check Your Ego at the Door
- Embrace Your Role in Sales
- Projecting a Professional Image
- Are You a Positive Thinker?
- Becoming a Disciplined Time Manager
- Working Smarter, Not Harder
- Take Control Over Your Time
- Tracking Your Time
- Getting Out of a Slump
- The Power of Resilience
- Chasing Greatness: A Loss Isn't Always a Loss
- Testing Your Emotional Resilience

Competency: Sell with Integrity

- Building Win-Win Relationships
- Selling with Integrity
- Ethical Behavior in Sales
- Doing the Right Thing
- Strategies for Entertaining in Sales
- Making the Right Ethical Decision

Competency: Improve Industry Sales

- Communicating Across the Generations
- Selling Green 1: What Does Green Mean?
- Selling Green 2: Lighting Retrofits and Upgrades
- Selling Green 3: Lighting Controls and Building Controls

- Selling Green 4: Building Sales Momentum in the Green Building Market
- Selling Green 5: Increase Your Bottom Line with Renewable Energy

Competency: Boost Company Profits

- Bottom Line Basics 1: How Distributors Do Business
- Bottom Line Basics 2: Understanding Percentages
- Bottom Line Basics 3: Income Statement
- Bottom Line Basics 4: Evaluating Profitability
- Bottom Line Basics 5: Balance Sheet
- Bottom Line Basics 6: How Pricing Impacts Profit
- Bottom Line Basics 7: Price Discounts
- Bottom Line Basics 8: Price Markups
- Bottom Line Basics 9: Segmentation, Volume, and Velocity Pricing
- Bottom Line Basics 10: How Product Mix and Penetration Impact Profit
- Bottom Line Basics 11: How Productivity Impacts Profit
- Bottom Line Basics 12: Calculating Profitability
- Boost Profits – Increase Customer Profitability

Competency: Know Electrical Products

- EDGE Module 1: Fundamentals of Electricity
- EDGE Module 2: Electrical System Products
- EDGE Module 3: Apparatus Products
- EDGE Module 4: Lamps and Lighting Products

Competency: Reinforce Negotiation Strategies*

- Negotiation Reinforcement – 01 Basics and More
- Negotiation Reinforcement – 02 Tactics and More
- Negotiation Reinforcement – 03 Pressure & Planning and More
- Negotiation Reinforcement – 04 Information-Gathering and More
- Negotiation Reinforcement – 05 Targets & Expectations and More
- Negotiation Reinforcement – 06 Tactics & Countermeasures and More
- Negotiation Reinforcement – 07 The Nibble and More

- Negotiation Reinforcement – 08 Fuzzy Money and More
- Negotiation Reinforcement – 09 Persuasion and More
- Negotiation Reinforcement – 10 Concession-Making and More
- Negotiation Reinforcement – 11 Satisfaction and More
- Negotiation Reinforcement – 12 Relationships and More

*This competency learning plan unlocks after the CEP Exam is passed.