



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 Counter Sales (CS), Inside Sales (IS) and Outside Sales (OS).

## 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

*Below are the NAED course recommendations (based on designation) to complete along with the FSU training, prior to taking the final exam.*

##### COUNTER SALES

- Counter Pro [2.5 hrs]
- Boost Profits: Increase Customer Profitability [.5 hrs]
- Bottom Line Basics [3 hrs]
- Selling & Communicating to all Generations [1.75 hrs]
- Selling Green [2.5 hrs]

##### INSIDE SALES

- Inside Sales Pro [4.5 hrs]
- Boost Profits: Increase Customer Profitability [.5 hrs]
- Bottom Line Basics [3 hrs]
- Selling & Communicating to all Generations [1.75 hrs]
- Selling Green [2.5 hrs]

##### OUTSIDE SALES

- Outside Sales Pro [4.5 hrs]
- Boost Profits: Increase Customer Profitability [.5 hrs]
- Bottom Line Basics [3 hrs]
- Selling & Communicating to all Generations [1.75 hrs]
- Selling Green [2.5 hrs]

Digital badges are available upon completion of each program. Visit [naed.org/digitalbadge](http://naed.org/digitalbadge) for more information.