

CEP Competencies and Courses

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

Tactical & Competitive Negotiation White Belt - 01 Welcome & Limo Case Introduction

Tactical & Competitive Negotiation White Belt - 02 Limo Case Critique & Basics

Tactical & Competitive Negotiation White Belt - 03 Tactics

Tactical & Competitive Negotiation White Belt - 04 Pressure & Planning

Tactical & Competitive Negotiation White Belt - 05 Uncovering Pressure

Tactical & Competitive Negotiation White Belt - 06 Targets & Expectations

Tactical & Competitive Negotiation White Belt - 07 Tactics & Countermeasures

Tactical & Competitive Negotiation White Belt - 08 Limo Case Takeaways

Tactical & Competitive Negotiation White Belt - 09 Surf Case Introduction

Tactical & Competitive Negotiation White Belt - 10 Surf Case Critique & The Nibble

Tactical & Competitive Negotiation White Belt - 11 Fuzzy Money

Tactical & Competitive Negotiation White Belt - 12 Surf Case Takeaways

Tactical & Competitive Negotiation White Belt - 13 Persuasion

Tactical & Competitive Negotiation White Belt - 14 Concession Making

Tactical & Competitive Negotiation White Belt - 15 Satisfaction

Tactical & Competitive Negotiation White Belt - 16 Relationship

Tactical & Competitive Negotiation White Belt - 17 Stud Case Introduction

Tactical & Competitive 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

Selling & Communicating to all Generations - Part 1: Generations Over Time

Selling & Communicating to all Generations - Part 2: Meet the Four Generations

Selling & Communicating to all Generations - Part 3: Four Generations of Customers

Selling & Communicating to all Generations - Part 4: Bridging the Sales Generation Gap

Selling & Communicating to all Generations - Part 5: Managing a Generationally Diverse Sales Force

Selling & Communicating to all Generations - Part 6: Connect, Communicate and Gain Commitment

Selling Green Course 1 - What Does Green Mean?

Selling Green Course 2 - Lighting Retrofits and Upgrades

Selling Green Course 3 - Lighting Controls and Building Controls

Selling Green Course 4 - Building Sales Momentum in the Green Building Market

Selling Green Course 5 – Increase Your Bottom Line with Renewable Energy

Competency: Boost Company Profits

Bottom Line Basics | Topic 01 | How Distributors Do Business

Bottom Line Basics | Topic 02 | Understanding Percentages

Bottom Line Basics | Topic 03 | Income Statement

Bottom Line Basics | Topic 04 | Evaluating Profitability

Bottom Line Basics | Topic 05 | Balance Sheet

Bottom Line Basics | Topic 06 | How Pricing Impacts Profit

Bottom Line Basics | Topic 07 | Price Discounts

Bottom Line Basics | Topic 08 | Price Markups

Bottom Line Basics | Topic 09 | Segmentation, Volume, and Velocity Pricing

Bottom Line Basics | Topic 10 | How Product Mix and Penetration Impact Profit

Bottom Line Basics | Topic 11 | How Productivity Impacts Profit

Bottom Line Basics | Topic 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*

Tactical & Competitive Negotiation Reinforcement - 01 Basics and More

Tactical & Competitive Negotiation Reinforcement - 02 Tactics and More

Tactical & Competitive Negotiation Reinforcement - 03 Pressure & Planning and More

Tactical & Competitive Negotiation Reinforcement - 04 Information-Gathering and More

Tactical & Competitive Negotiation Reinforcement - 05 Targets & Expectations and More

Tactical & Competitive Negotiation Reinforcement - 06 Tactics & Countermeasures and More

Tactical & Competitive Negotiation Reinforcement - 07 The Nibble and More

Tactical & Competitive Negotiation Reinforcement - 08 Fuzzy Money and More

Tactical & Competitive Negotiation Reinforcement - 09 Persuasion and More

Tactical & Competitive Negotiation Reinforcement - 10 Concession-Making and More

Tactical & Competitive Negotiation Reinforcement - 11 Satisfaction and More

Tactical & Competitive Negotiation Reinforcement - 12 Relationships and More

*This additional content becomes available to the learner after completing the CEP program.