



Industry Exploration

A CERTRACX Sales Certification Program

Launching June 2011

What is Industry Exploration?

Building on the CERTRACX sales certification curriculum is the new **INDUSTRY EXPLORATION CERTIFICATION PROGRAM** that begins with a look at the four facets of Supply Chain Dynamics featuring Supplier, Manufacturer, Distributor and Retailer.

The program then launches into an in-depth look inside seven industries identified as key targets for materials handling sales:

- Food
- Bottling and Beverage
- Light Manufacturing
- Heavy Manufacturing
- Paper and Lumber
- Warehouse and 3PLs
- Transportation and Freight Forwarding

The remaining three modules in each industry track:

- **EXAMINE** the unique operational challenges and emerging trends within the industry's top sub-sectors.
- **EXPLORE** the equipment, features, and options that can help customers improve productivity.
- **PROVIDE** prospecting and sales advice from top materials handling professionals with years of industry experience.

After completing the modules in the industry track, participants receive an Industry Specialty Certification.

WAIT! Read this!

Before you can take any modules in the new **INDUSTRY EXPLORATION PROGRAM**, you have to complete the CERTRACX Certified Sales Consultant curriculum.

Log into the TKC today to enroll in and complete this extensive program so you'll be ready to dive into the new Industry program when it launches this year.



Program Goals

The modules in this program are designed to help salespeople:

- Develop a better **AWARENESS** of what clients and prospects deal with on a day-to-day basis.
- Master an understanding of specific **INDUSTRY CONDITIONS** that pave the way toward the recommendation of significantly higher quality solutions.
- Establish **LONG TERM BUSINESS PARTNERSHIPS** based on a fundamental understanding of each client's specific industry drivers, challenges, and trends.

For more information about CERTRACX certification or other sales training programs contact:

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