



Industry Exploration

A CERTRACX Sales Certification Program

Launching June 2011

Industry Exploration

Building on the CERTRACX sales certification curriculum the new **INDUSTRY EXPLORATION CERTIFICATION PROGRAM** takes 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 four modules in each industry track:

- **INTRODUCE** the fundamentals of supply chain dynamics
- **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.



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 Industry Exploration program when it launches this summer.



*Click here to watch a short preview of the **Supply Chain Dynamics** module*

Why Supply Chain Dynamics?

As a **Solutions Provider**, you should not only strive to understand your customer, but your *customer's customers and your customer's suppliers*.

By understanding the role your customer plays in their **supply chain system** you can better respond to the unique upstream and downstream pressures they experience and look for ways to help them improve their bottom line and the overall efficiency of the broader supply chain.

The first step in this process is a fundamental understanding of **Supply Chain Dynamics** - how supply chains work, key terms and concepts, and how external pressures can impact decision making within your customer's organization.

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

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