



Industry Exploration

A CERTRACX Sales Certification Program

Launching June 2011

We've done some of the research so you don't have to...

Learning about a new industry takes time...time that could be spent in front of a customer or prospecting for new leads.

So we've done some of the initial homework for you. We researched industry websites, scoured trade journals and associations, reviewed product literature, and talked with top salespeople, then boiled all that information down into compact, easy-to-navigate training modules.

In as little as **4 hours** you can get the vital industry, product, and best practice information you need to create a solid foundation in one of seven key industry segments:

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



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 view a **SAMPLE** of some of the downloadable resources available to you in the Industry Exploration Program

But wait... there's more!

In addition, each Industry Exploration module has a variety of **downloadable resources and job aids**, ranging from extensive write-ups on key industry sub-sectors to links to industry-specific trade publications and websites.

All these documents are intended to help you maximize a very limited resource... **YOUR TIME!**

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

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