

## Current Course Offerings

### NAW 101: Introduction to Distribution (4 Modules)

\$89\*

This introductory course provides a great overview of the supply chain, designed to bring new employees up to speed with the distributor's role in moving products from manufacturer to end user.

- Module 1: Introduction to Distribution
- Module 2: From Factory to Warehouse
- Module 3: Inside the Distributor
- Module 4: Distribution Sales and Service

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### NAW 204: Principles of Distribution Sales (4 Modules)

\$129\*

Following a proven methodology, students in this course will learn the steps of the selling process and how to effectively communicate with the customer at each stage. Video interactions are included to demonstrate the behavioral aspects of selling, including meeting with the customer and handling objections. Great for new employees or as a refresher for veteran sales staff.

- Module 1: Overview of Distribution Sales
- Module 2: Prospecting and Setting Appointments
- Module 3: The Initial Meeting
- Module 4: Reaching the Customer

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### NAW 205: Quality Processes in Distribution (4 Modules)

\$129\*

Quality of both products and services is imperative at every stage of the supply chain to ensure a quality solution for the customer. Students in this course will learn the history of the quality movement in America, why quality is important, how to measure and thus improve quality, and how to ensure quality throughout the supply chain.

- Module 1: What is Quality?
- Module 2: Building a Quality Organization
- Module 3: Measuring Quality
- Module 4: Quality in the Supply Chain

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### NAW 301: Manufacturer-Distributor Relationships (4 Modules)

\$129\*

Along with an overview of supply chain relationships, this course will cover the importance of communication, trust and commitment – as well as provide tools to monitor and improve channel relationships.

- Module 1: Manufacturer-Distributor Relationships Overview
- Module 2: Alliances Within Marketing Channels
- Module 3: Communication Within the Supply Chain
- Module 4: Monitoring and Evaluating Channel Relationships

\* A 10% discount is available by entering Coupon Code: **nawdisc** when purchasing.