

| SUBJECT AREAS        | PHASE 1<br>(17 HOURS)   | PHASE 2<br>(15 HOURS)   | PHASE 3<br>(16 HOURS)  |
|----------------------|---|---|--|
| INDUSTRY             | Understanding Profit<br>Working the Counter<br>Electrical Theory 1  | Working the Counter<br>Electrical Products 1-2  | Inside Sales Prep Course<br>Electrical Products 3  |
| SALES                | Introduction to Sales<br>Preparing for Successful Sales   | Developing a Customer-focused Sales Approach  | Strategic Sales Planning   |
| COMMUNICATION        | Interpersonal Communication:<br>Communicating with Confidence   | Interpersonal Communication:<br>Communicating Assertively<br><br>Interpersonal Communication:<br>Listening Essentials | Interpersonal Communication:<br>Targeting Your Message<br><br>Interpersonal Communication:<br>Being Approachable |
| CUSTOMER SERVICE     | Customer Service Fundamentals: Building Rapport in Customer Relationships   | Developing Your Customer Focus  | Identifying and Managing Customer Expectations   |
| PERSONAL DEVELOPMENT | Developing Your Reputation of Professionalism with Business Etiquette<br><br>Professionalism, Business Etiquette, and Personal Accountability | Communicating with Professionalism and Etiquette  | Using Business Etiquette to Build Professional Relationships   |
| ETHICS               | Workplace Ethics  | Workplace Diversity Awareness   | Promoting a Substance-free Workplace   |
| FINANCE & LEADERSHIP | The Income Statement  | The Balance Sheet   | The Cash Flow Statement  |