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TEXAS A&M  
UNIVERSITY

# Distribution Manager Certificate Program

*Creating Competitive Advantage Through Education*

## PROGRAM OUTLINE

### >> Financial Management

- Financial Management Basics
- Financial Statements and Analysis
- Key Performance Indicators
- Financial Impacts of Small Improvements

### >> Optimizing Customer Service

- Defining Good and Excellent Customer Service
- Customer Service Metrics
- Barriers to Providing Excellent Customer Service
- Handling Customer Service Complaints
- Technology and Customer Service
- Manufacturer/Distributor Relations in Customer Service
- Empowerment and Culture in Customer Service

### >> Basic Tools of Quality and Lean Distribution

- Defining Quality, Variability, and Customer Service
- Variability and the Basic Tools of Quality
- The Lean Philosophy
- Value Stream Mapping and the 5 'S's
- Managing Lean Transformation

### >> A Solution-based Sales Process

- Overview of the Process
- Attention Step
- Discovery Step
- Solution Step

### >> Inventory - Part 1

- Inventory Principles and Stratification
- Establishing the Re-Order Point

### >> Inventory - Part 2

- Forecasting Best Practices
- Replenishment Best Practices

### >> Leadership and Team Development

- Components of Effective Leadership
- Assessing Your Team
- Understanding Behavioral Styles
- Putting the Right Players in the Right Positions
- Coaching and Empowering Your Team

### >> Providing Direction for Your Sales Organization

- Connecting the Sales Plan to the Business Plan
- Differentiating Your Company From the Competition
- Customer Stratification
- Account Analysis
- Capitalizing on Generational Differences

### >> Effective Communication and Implementation

- An Effective Communication Process
- Conflict Resolution
- Understanding and Communicating Time Management
- Developing Your Action Plan



*"This course provided us with functional tools I can take back to my office to help drive growth into my sales department! Thank you."*

Ron Peters,  
General Sales Manager,  
Rex Supply Company

*"I was impressed with the overall program at TAMU. When I look back to the program, I was impressed with the Customer Stratification segment. Item Stratification of Critical (A&B) Items and (C) Items. Focus on the segment."*

Randy Thomas,  
Regional Manager,  
Wilson Supply

*"Excellent experience to learn and improve processes and optimize profitability."*

Ernesto Tovar,  
Sales & Operation Manager, HISCO

## KEY TAKE-AWAYS

- >> What You Need to Know About Financial Statements
- >> What Your Employees Need to Know About Profitability
- >> How to Define and Measure the Value of Customer Service
- >> How to Build a Culture of Excellent Customer Service
- >> Understand Quality and Lean Philosophy and How to Use the Basic Seven Tools
- >> How to Apply Value Stream Mapping and the 5 'S's
- >> How to Differentiate Your Company From the Competition
- >> How to Get Your Customers to Open Up to You
- >> Inventory Principles and Stratification
- >> Establishing the Re-Order Point
- >> Forecasting Best Practices
- >> Replenishment Best Practices
- >> Best Practices in Leadership and Team Development
- >> How to Better Understand Behavioral Types
- >> Align Sales Goals With Company Goals
- >> Best Practices in Customer Stratification
- >> How to Communicate Your Ideas More Effectively
- >> How to Help Your Team Better Manage Their Time

## WHO SHOULD ATTEND?

- >> Branch Managers
- >> Sales Managers
- >> High Potential Candidates for Management
- >> Distribution Management Professionals



**Industrial  
Distribution  
Program**

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