

# Sign Up Today!

## REGISTRATION FORM

Give your employees the industry training they need with **Elements of Industrial Distribution** for \$200 per employee. The course is available at a special price of \$150 per employee for member companies of Industrial Careers Pathways® Alliance Partners.

Signing up couldn't be easier! Simply complete the form and fax it to +1.312.516.2101. If you are interested in registering multiple students, e-mail us at [info@industrialcareerspathway.com](mailto:info@industrialcareerspathway.com) or fill out the supervisor section on the next page and fax it to us.

### Regular course fee (\$200)

If your company is a member of any of the following associations, you qualify for the 25% discount. Please check which association you're a member of—they will also receive credit for your registration. *(please check only one)*

### Discounted course fee (\$150)

-  American Supply Association
-  Bearing Specialist Association
-  Industrial Supply Association
-  International Association of Plastics Distribution
-  National Fluid Power Association
-  Power Transmission Distributors Association

And, if you're interested in purchases of 10 or more courses, call ICP at +1.312.516.2100 for quantity pricing discounts. For more information contact us at [info@industrialcareerspathway.org](mailto:info@industrialcareerspathway.org).



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[www.industrialcareerspathway.org/ElementsofID](http://www.industrialcareerspathway.org/ElementsofID)

# Elements of Industrial Distribution

## REGISTRATION FORM

### SUPERVISOR INFORMATION

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_  
 Country \_\_\_\_\_  
 Phone \_\_\_\_\_  
 E-mail \_\_\_\_\_

### STUDENT INFORMATION

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_  
 Country \_\_\_\_\_  
 Phone \_\_\_\_\_  
 E-mail \_\_\_\_\_

### PAYMENT INFORMATION

Check enclosed  
 Please charge my *(please check one)*  
 Visa  Mastercard  American Express

Credit Card # \_\_\_\_\_  
 CSC # \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Cardholder Name \_\_\_\_\_  
 Cardholder Signature \_\_\_\_\_  
 Cardholder Address \_\_\_\_\_  
 City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_  
 Country \_\_\_\_\_  
 Total amount to be charged \$ \_\_\_\_\_

Upon receipt of your non-refundable registration, you will receive an e-mail from ICP with your login ID and password along with instructions on how to access and navigate your course.

The screenshot displays the course interface. At the top, it shows navigation buttons (Back, Stop & Save, Forward) and lesson information (Lesson: 13 of 19, Completed: 85%). The main content area shows a lesson titled 'Profitability - The Power of One' with text explaining distribution's role in business. Below this is a 'Student Progress' section with a table:

Student Name	Class Name
Student 1	D Fundamental Organizational Overview
	Industrial Distribution Functional Operations Overview
	D Customer Service and Sales
	Marketing and Profitability
Student 2	D Fundamental Organizational Overview
	Industrial Distribution Functional Operations Overview
	Customer Service and Sales
	Marketing and Profitability
	D Organizational Overview

Below the table is a diagram titled 'Moving products from manufacturers to users' showing a central 'Distributor' box connected to 'Manufacturer' and 'User' boxes. The 'Manufacturer' box is further divided into 'Manufacturer' and 'Transportation' sub-sections.

# Elements of Industrial Distribution

## THE PERFECT TOOL FOR:

- Orienting new staff.
- Preparing interns.
- Transitioning an employee into a new position.
- Broadening the understanding of employees in niche roles.



## Set Industry Training to Fast Forward

What do you do when a job candidate comes highly recommended with first-rate sales skills but is unfamiliar with the value-added services distributors provide? Or you're moving someone from the warehouse to counter sales, and they need to know more about developing relationships with customers?

### YOU HAVE TWO CHOICES:

Wait for them to absorb the new knowledge through on-the-job training

OR

Give them the tools they can use immediately with a convenient, easy-to-use online course that provides a well-rounded introduction to industrial distribution.

Lesson: 12 of 19 Completed: 56%

Lesson Images

While a gross profit margin (gross profit as a percent of gross sales) of 20% can be used as a broad rule-of-thumb for distributors, that margin will not be uniform across all product sales.

For example, items that are sold in high volume with multiple distribution channels and that require few or no add-on services will generate a smaller gross profit margin than other products. Customers for these products tend to buy solely on price, and competitors will focus their marketing on offering the product at the lowest price. Distributors that serve largely the OEM market with large volume repeat sales may have pricing structures built on high volume, low margin sales.

On the other hand, brand name items that offer unique product characteristics that give them greater value to the customer will generate a higher gross profit margin. The distributor serving the OEM market has the opportunity to provide an array of installation, technical assistance and other services that work with customers to add value. Lower volume sales will have a higher gross profit margin.

**Class Vocabulary**

**Inside Sales** — also called Distribution Sales Specialists, these employees typically work with customers and potential customers by phone or e-mail to generate sales and be a point of contact for requests and information.

**ELEMENTS OF INDUSTRIAL DISTRIBUTION ONLINE** is the go-to resource for companies looking to train employees or interns on the ins-and-outs of industrial distribution. This unique online course provides a comprehensive overview of the industrial distribution business model, the role of distributors in the supply chain and their relationships with suppliers and end-users.

*“As an employer, have you screened a candidate on the phone and wanted to tear your hair out when you hung up? The person responding to your ad can’t distinguish between a manufacturer and a distributor. When you ask what role your company plays in the supply chain, the candidate doesn’t have a clue.*

*Such is the challenge facing companies in industrial distribution. Ours is a hidden industry... Until **Elements of Industrial Distribution**.”*

—John Masek, Vice President, Bearing Service Inc.

## Comprehensive Training for a Knowledgeable Workforce

Employees enrolled in the course will cover four key areas of study, each containing 17-20 lessons. As employees progress through the course, industry terms are highlighted in text, so employees can review definitions as the terms are used. A complete glossary of industry terms is an easy reference for employees. Visuals of industry equipment and concepts reinforce lessons.

- **Industrial Distribution Fundamentals** introduces employees to the industrial distribution model.
- **Functional Operations Overview** familiarizes employees with the operating and business components of industrial distribution.
- **Customer Service & Sales** focuses on the industrial consumer and their relationship with the industrial distributor.
- **Marketing & Profitability** covers marketing to industrial customers, financial concepts in distribution and profitability.

### MONITOR EMPLOYEE PROGRESS

With **Elements of Industrial Distribution**, you can monitor your employees’ progress through the course.

**AVAILABLE AT A COMPUTER NEAR YOU!** The course is offered online, so employees can learn at their own pace—anywhere there’s a computer with an Internet connection!