



LEADERS HOLDING CO.TM

Est. 1971

Vendor Certification

Our long term vision is that every team member will need to “Vendor Certify” on a brand every year by a certain date. The brands that a sales associate is vendor certified on they will make a higher commission rate than the vendors they are not certified on. The program should be written in such a way that an associate can self-administer the education and hand in the accountability forms to be reviewed and scored by the sales leadership team. A predetermined score must be achieved to earn the certification.

- ✓ What are the lead times
- ✓ What the Vendor specializes in/what is unique about the company
- ✓ Warranty on all products the Vendor carries
- ✓ All fabrics that can be sold and how to cross reference them
- ✓ Be well versed how to put a SPO in FROG – anything unique
- ✓ Contract sales
- ✓ COM orders
- ✓ Company Story
- ✓ Company Goal
- ✓ Company Mission
- ✓ Companies competitive advantages
- ✓ Where to find company info
 - Contact
 - Rep
 - Pricelist
 - Website
- ✓ Explanation of Company Website and Selling tools
 - Scavenger hunt for Web based info
- ✓ Explanation of Price Lists and Catalogue
 - Scavenger hunt for info

- ✓ Practice writing special orders
- ✓ Product Knowledge
 - Construction
 - Warranty
 - Durability
 - Types of products offered
 - Q&A on info
 - Features and benefits
- ✓ Reps and factory input on their story for the current year
 - What are they trying to achieve
 - What is new?
 - Why their product should be sold by the sales team member, why should a customer buy it.
 - Most common objections to the line and how to overcome