



ELEMENTS OF INDUSTRIAL DISTRIBUTION ONLINE

The Online/Hybrid Course Structure – Based on: 3 Credit; 48 Contact; 16 Online Hours

Elements of Industrial Distribution Course Description – This course introduces students to the overall structure of Industrial Distribution (ID). The student examines how industrial distribution fits into the overall, global economic landscape, and is exposed to the various business models that exist in the industry. Topics include ID careers, channels of distribution, supply chain management, role of wholesalers and distributors in the supply chain, logistics, inventory control and management, and the importance of proper pricing and markup. It introduces students to the breadth and depth of product and service offerings that make up industrial distribution and their key success factors.

Course/Module/Lesson Structure - The online course is divided into *five distinct modules* – four standard modules and one optional module. Each module may have *up to 25 lessons*. They are:

Module 1 – ID Fundamental Organizational Overview – The first module sets the stage for the student and begins to outline the purpose of the course and what types of positions are available in the industry. This module looks at how industrial distribution fits into the overall global, economic landscape, and the various business models that exist in the industry. It introduces students to the breadth and depth of product and service offerings that make up industrial distribution and the key success factors for the industry. Lessons in this module include, but are not limited to:

1. What is Distribution?
2. Wholesale Distribution
3. Industrial Distribution and Manufacturing
4. Industrial Distribution Commodity Line Sectors and Their Customer
5. Industrial Distribution Customer Categories
6. Supply Chain Basics
7. Distribution Channels
8. Distributors, Middlemen and Adding Value
9. Industrial Distribution Dynamics I
10. Industrial Distribution Dynamics II
11. Manufacturers and Industrial Distribution
12. Pathway to the Customer
13. Value and Value-Added Services
14. Supply and Demand
15. How Distributors Make Money
16. Career Ladders and Industrial Distribution I
17. Career Ladders and Industrial Distribution II



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Module 2 – ID Functional Operations Overview - The second module moves to the basic, functional levels of ID operations and sets the stage for the student to be able to demonstrate the basic organizational structure of an industrial distributor, define the roles and responsibilities of various employees within the industrial distributor, describe the various career ladders and opportunities within the industrial distribution industry, and begin to link together many of the fundamental processes and procedures in today's successful ID environments. Lessons in this module include, but are not limited to:

1. Supply Chain Management and Logistics
2. Procurement, Purchasing and Products
3. Product Life Cycle (PLC)
4. Inventory
5. Inventory Control Systems
6. Locating Products – Barcodes, RFID, etc
7. Inventory Management
8. Warehousing, Storage and Material Handling
9. Shipping and Receiving for Effective Distribution
10. Transportation and Shipping
11. Sales and Order Entry – Internal vs. External
12. Information, Data, and Computer Technology Networks
13. Billing and Accounting
14. Information and Customer Service
15. Supply Chain Management and the Global Supply Chain
16. Quality Control and Assurance
17. Continuous Improvement and TQM
18. Continuous Improvement, Kaizen and Six Sigma
19. Introduction to Project Management
20. Gantt Charts and Flowcharting



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Module 3 – ID Customer Service & Technical Sales – The third module gives students a deep understanding of the customers' needs in technical sales environment. Upon completion, the students have a better understanding of the supplier and customer relationships, and the sensitivity that various terms will have on the distributor's profit.

Lessons in this module include, but are not limited to:

1. Distribution – A Sales-Driven Business
2. Sales = Service in Distribution
3. The Core Contract and Service Levels
4. Customer Perception – What the Customer Wants
5. Adding Value
6. Segmenting the Customer
7. Tiered Customer Service
8. The Internal Customer
9. ID Employee Roles and Responsibilities for Sales & Service
10. The Sales Process
11. Sales Management
12. Outside Sales
13. Inside Sales
14. Technical Sales
15. The Customer and Sales
16. Customer Service is Everyone's Business
17. Sales Basic 1 – Effective Communication
18. Sales Basic 2 – Prepare for and Qualify Prospects
19. Sales Basic 3 – Make a Compelling Sales Presentation
20. Sales Basic 4 – Close the Sales and Overcome Objections



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Module 4 – ID Marketing and Profitability – The fourth module gives students a deep understanding of how marketing plays a very important part in the sales process and the profit equation of an industrial distributor. Upon completion, the students will understand their way around a simple financial statement and how to use them to evaluate branch performance. They will have an appreciation of economic value - how to evaluate it in different business situations, and how to create it. This includes but is not limited to supplier and customer relationships, and the sensitivity that various commercial terms have on the distributor's profit.

Lessons in this module include, but are not limited to:

1. Marketing and Industrial Distribution
2. Strategic Marketing - Customer Segmentation and Value Discipline
3. Strategic Marketing – Value Proposition and Brand
4. Operational Marketing
5. Profitability (NAW-ASA/PTDA)
6. Profitability – Profit and Mark-Up
7. Profitability – Margins & Ratio Analysis
8. Profitability - The Income Statement
9. Profitability – Operating Expenses
10. Profitability – Smart Pricing
11. Profitability – Pricing Factors
12. Profitability – Pricing Realities
13. Profitability – Pricing Methods
14. Profitability – Value and Pricing
15. Profitability – Discounts and Incentives
16. Profitability – Price Cutting and Profit Margins
17. Profitability – Competing without Price Cutting
18. Profitability - The Power of One
19. Acknowledgements and Resources
20. Notes