



**iapd**

international association  
of plastics distribution

# media release

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FOR IMMEDIATE RELEASE

## **IAPD Launches Next Level of Excellence in Sales Training**

OVERLAND PARK, KS – The International Association of Plastics Distribution (IAPD) has launched the Excellence in Sales Level II Certificate Exam for plastics distribution industry professionals.

IAPD offered a sales training program (Advanced Inside Sales) written by renowned corporate trainer, [Chuck Holmes](#), for more than 20 years. In 2011, IAPD collaborated with Holmes to develop its own tiered training program for sales professionals at IAPD member companies as well as those who work for other companies in the plastics industry. The first level of IAPD's Excellence in Sales Certificate Program launched in 2012 and addresses separately the unique roles of [inside](#) and [outside](#) sales professionals. Seeing the demand from plastics professionals for this in-depth level of sales training, the IAPD Education Committee and Holmes agreed to expand the program. Excellence in Sales Level II is an intermediate course that presents a common scenario to the participant, then asks him or her to correctly define the problem in that scenario and devise an effective solution.

"IAPD is committed to offering plastics distributors educational programs that prepare and train them on the properties, benefits and applications of plastics as well as help them be more successful in their jobs and be a more valuable part of their company," said Stephanie Neugebauer, IAPD Education Committee Chair. "When working with Chuck Holmes on the first level of the Excellence in Sales Program, we were fully committed to developing a tiered sales training program that went beyond the basics and wasn't a one-size-fits-all approach. We continued this approach as we worked with Holmes again to develop Excellence in Sales Level II and took it a step further by including real-world scenarios that plastics distributors may face and have them draw from their expertise, work experience and company resources to formulate effective solutions."

Participants in this course will leverage their plastics experience as well as new ideas to solve real-world problems. Upon completing the exam, participants will:

- Be able to work beyond the symptoms and correctly define the problem.
- Understand the interaction of distributor departments and use the resources of these departments properly.
- Structure sales and problem-solving plans in an organized manner so that each step contributes to the success of the next step.
- Deal with complex customer structures properly.

- Communicate their solutions to real-world problems effectively.

[Click here](#) to learn more about IAPD's Excellence in Sales Certificate Program and enroll in Level I and/or Level II today.

### **About IAPD**

The International Association of Plastics Distribution (IAPD), established in 1956, brings together distributors, manufacturers, manufacturers' representatives, fabricators, recyclers and service providers in an environment which encourages a free flow of ideas and information that help members build their businesses. Every program and service we provide is designed with the simple goal of helping our members increase profitability. Membership in IAPD is an affordable business investment. IAPD provides training, connections with customers and suppliers and information about developments that impact the industry. What makes IAPD unique is a commitment to educating customers and other key end-users about plastics. In other words, IAPD works with members to build the demand for plastics. Central to this effort is the reinforcement of the value of distribution. For more information, visit [www.iapd.org](http://www.iapd.org).

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