

Excellence In Distribution Management

Who Should Attend:	Store Owners, Corporate Officers, Senior Managers and PPG Sales Representatives
Description:	Excellence in Distribution Management is a fast paced, highly interactive course where industry and subject experts lead classroom discussions, provide real world simulations, and facilitate small group activities. Participants will join competitive simulation teams as they prepare to integrate critical management techniques from three primary business areas: (1) Human Resources, (2) Marketing, and (3) Financial Planning.
Course Length:	2.5 Days (20 Hours)
Class Size:	16 Students Minimum, 24 Students Maximum
Course Objectives:	Participants will work with peers in an interactive learning environment that will enable them to apply the principles taught in class to their businesses. Through small group and active problem solving, learners will improve their human resource, marketing and financial skills.
Topics Covered:	<ul style="list-style-type: none"> • Managing Human Resources • PPG Technology Update • Marketing Strategies • PPG Value-Added Programs • Distributor Financial Information • Critical Profit Variables Review • Business Computer Simulation Exercises
The Student will be able to:	<ul style="list-style-type: none"> • Understand how to hire, review, and release employees • Identify local market segments and potential sales opportunities • Develop a list of new target accounts for sales growth • Understand how to combat discounting in their market • Identify a competitive advantage in the market • Forecast a profitable path toward continued sales growth • Understand the relationship between pertinent financial documents • Understand the costs and rewards of business growth