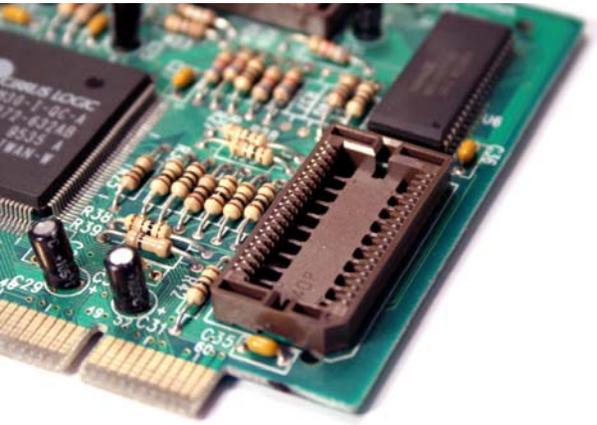


***"You don't have 25 years of experience.  
You have one month repeated 300 times without  
even determining the effectiveness of the strategy"***



***Understand your customers' needs better and  
be able to actively participate with them.***



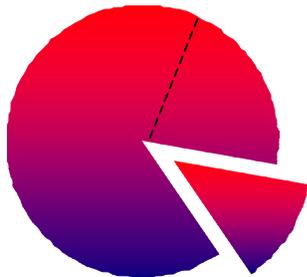
In today's competitive environment, the industry demands that your sales force be technically trained. It has been SEA's experience that 95% of outside sales people today do not have the basic electronic understanding required to service customer requirements.

To solve this growing problem, Sales Engineers of America has developed a series of technical training courses that offer electronic industry professionals the opportunity to better understand their customers' needs. SEA's basic electronics program was developed to enhance the technical capability of its students with 40 hours of formal classroom training. An entry level or current salesperson will have a knowledge and understanding of basic electronics



## A Bigger Slice of the P=IE

Competition



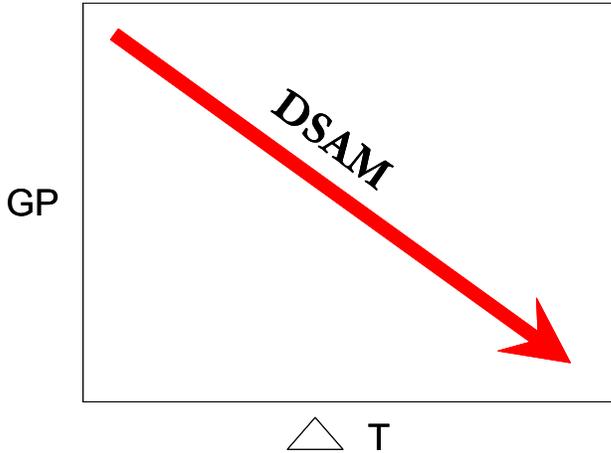
You

Offering a basic electronics course followed by series of courses from "An Industrial Engineering Approach to Selling" to intermediate and advanced electronics equips our customers with the ability to serve their customers with the technical knowledge they demand, and the opportunity to grow market share.

The common phrase “Can I see the BOMs so we can save you money” echoes the industry, but will no longer suffice. In order to win market share and increase GP’s, today’s electronic sales and marketing professionals must effectively identify and communicate new business opportunities.



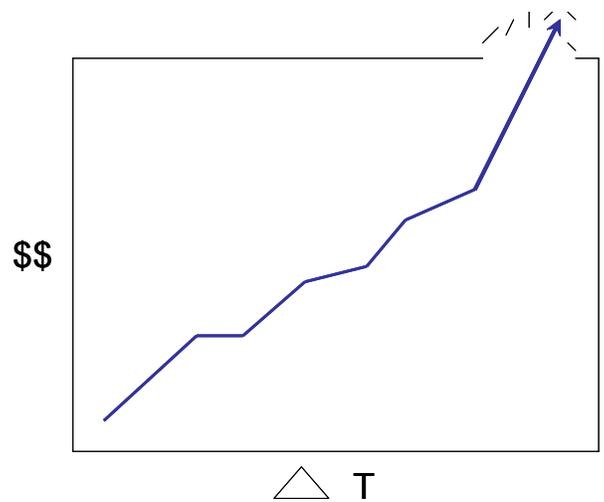
Through day to day research we can see that the lack of electronics knowledge continues to degrade SAM/DSAM. It is now more important than ever to understand and recognize new business potential maximizing your SAM/DSAM and enhance Gross Profit.



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In order to profitably grow your business at a rate that beats the market, your sales force needs to be technically capable. It has become vital that your organization not only serve your customers, but truly service and bring value to them.



SEA can train your sales organization so that they feel confident when talking with engineers and technical buyers. We will help them understand why engineers need “things” and how to identify what the DSAM really is. The days of donut delivery are over.

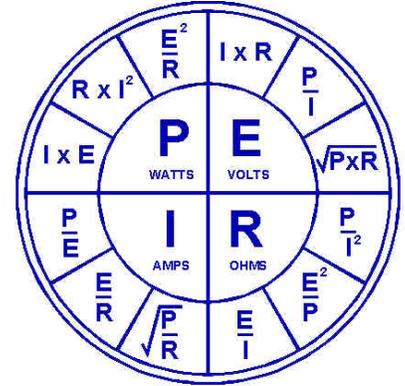
## Course Descriptions

### SEA-100

#### Basic Electronics: An Introductory Course for Sales Engineers

Pre-Requisite: None

To educate industry professionals in basic electronic theory and terminology. Through a unique, hands on, interactive approach, students will learn basic electronics through practical tutorial sessions enhanced with various student oriented labs. By the end of the course, students will be able to communicate effectively with your customer's engineers.



### SEA-101

#### An Industrial Engineering Approach to Selling

Pre-Requisite: SEA-100

Based on industrial engineering principles this course covers time management, account profiling and strategic sales. We elaborate on conceptualizing, generating, implementing, and monitoring sales and marketing plans. Upon completion of this course the students will have an in depth understanding of the abnormal bell curve, and be able to implement it into their sales strategies.

#### SEA's SixCess Series

We offer a series of six courses including basic, intermediate, and advanced electronics industrial selling courses; offered over the course of one calendar year.

#### Custom & Customer Specific Programs

We can tailor our courses to suit our customer's needs, or design new courses to meet specific customer requirements. However it is recommended that SEA-101 be taken as a prerequisite.





Our courses have been designed by Edward C. McSweeney, a leading manufacturer's representative in Southern California with over 40 years of electronics marketing & sales experience.

All of our instructors have strong backgrounds in electronics, and are all leaders in their respective fields. Exclusively handpicked sales and engineering professionals, all of whom believe in SEA's hands on approach to educating your sales force and improving their knowledge base.



The courses are designed for electronics sales and marketing professionals including:

- ISR – Inside Sales
- OSR - Outside Sales
- Sales Management
- PM – Product Marketing
- BDM – Business Development Managers