



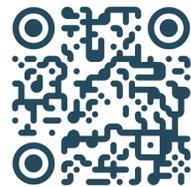
THE INDUSTRY STANDARD
FOR TRAINING TEAMS

OVER 200 ONLINE TRAINING
COURSES

BACKED BY A MULTI-MILLION
DOLLAR ENDOWMENT TO
ENSURE **BEST IN CLASS**
TRAINING

SUPPORT YOUR TEAM AND
BUILD YOUR TRAINING
PROGRAM

www.asa.net



MISSION:
RECRUIT, TRAIN, AND RETAIN
OUR MEMBERS' LABOR FORCE

ASA-U IS THE STANDARD FOR TRAINING OUR INDUSTRY'S PROFESSIONALS

“Discover the key to unlocking your workforce’s full potential with **ASA University**. In the ever-evolving landscape of business, a well-prepared workforce is not just an asset but required for sustainable success. At ASA-U, we go beyond the ordinary, offering a suite of comprehensive training initiatives crafted for the industry, by the industry.

Whether you’re looking to enhance productivity, boost profitability, or foster a culture of continuous improvement, ASA University has the tools and resources to elevate your workforce.

What sets ASA University apart is not just the content but the personalized touch we bring to your learning journey. Our team of skilled education advisors stands ready to collaborate with you, offering tailored solutions that cater to the unique needs of your business.

Whether it’s customizing existing programs, designing bespoke training plans, or recommending targeted training solutions to meet skills gaps, we’re here to make a tangible impact on your organization’s success.

Reach out today and grasp the future of possibility (and profitability) at your business!”

Taylor Albano
Vice-President of Education and Training
ASA Education Foundation

OUR MISSION:

Support ASA members in their ability to attract, develop, and retain a skilled and diversified workforce that will become the best in the industry.

Explore the many ways ASA-U is creating awareness of the PHCP/PVF industry and the tools we’ve developed to help you attract and capture the best talent possible for your business.

RECRUIT **Pages 3-6**

Increasing the number of talented workers taking advantage of rewarding career opportunities in the PHCP/PVF industry.

TRAIN **Pages 7-21**

Assisting ASA members by providing tools that will develop their workforce in all aspects of the business.

RETAIN **Pages 22-27**

Guiding ASA members in creating long-term, sustainable professionals to shape the future of talent.



Project

TALENT

SUPPORTING THE RECRUITMENT
OF **NEW WORKERS**

ASA'S PROJECT TALENT:

BUILDING AWARENESS WITH TOOLS TO HELP YOU ATTRACT THE TALENT **YOU NEED**

People are the lifeblood of the PHCP and PVF industry. Finding talent has never been more important than today, and the American Supply Association is here to help.

ASA members continue to face a critical challenge to adequately staff for future growth. Project Talent helps its members address this issue by increasing awareness of the industry and its fulfilling careers plus providing tools and resources to help them connect with jobseekers.

As the industry progresses, its perception among career seekers must also change. While traditional functions such as sales, operations, and warehousing are still needed, so are skills to manage emerging technologies affecting the industry like e-commerce, AI, warehouse robotics, and data management.

Project Talent aims to support the reshaping of the industry perception among jobseekers to attract qualified candidates seeking a wide spectrum of available opportunities.

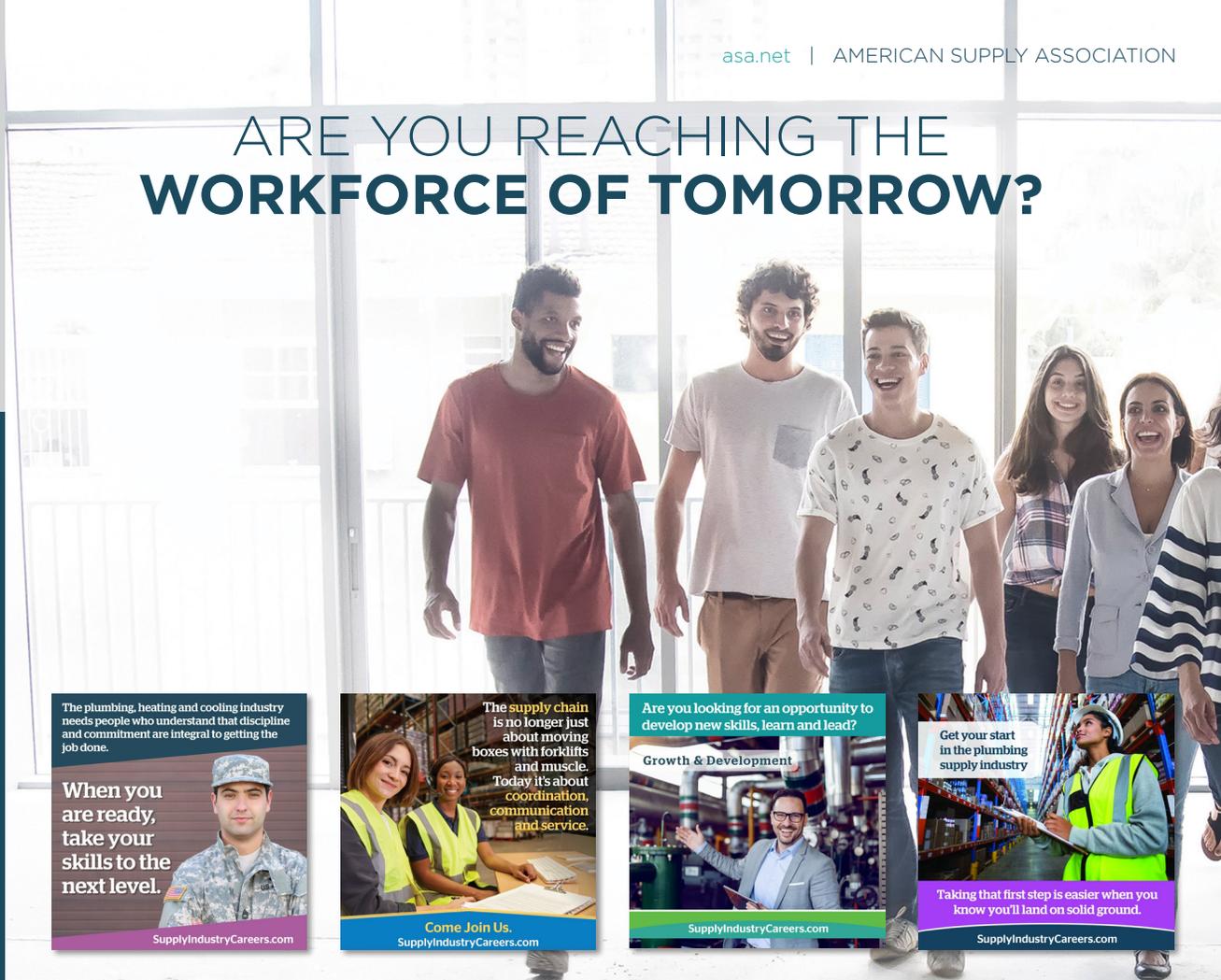
BUILDING INDUSTRY AWARENESS THROUGH A ROBUST SOCIAL MEDIA PRESENCE & EMAIL MARKETING CAMPAIGNS

ASA'S **PROJECT TALENT** creates awareness of the PHCP/PVF industry and its fulfilling careers plus tools and resources to help ASA members connect with jobseekers.



SCAN TO LEARN MORE!

ARE YOU REACHING THE WORKFORCE OF TOMORROW?



The plumbing, heating and cooling industry needs people who understand that discipline and commitment are integral to getting the job done.

When you are ready, take your skills to the next level.

SupplyIndustryCareers.com

The supply chain is no longer just about moving boxes with forklifts and muscle. Today it's about coordination, communication and service.

Come Join Us.

SupplyIndustryCareers.com

Are you looking for an opportunity to develop new skills, learn and lead?

Growth & Development

SupplyIndustryCareers.com

Get your start in the plumbing supply industry

Taking that first step is easier when you know you'll land on solid ground.

SupplyIndustryCareers.com

SOCIAL MEDIA ADS TO INCORPORATE INTO YOUR COMPANY'S RECRUITMENT EFFORTS

ASA'S **RECRUITER'S TOOLBOX** gives members **FREE access** to thousands of marketing assets to aid in recruiting talent - including stock photos, job description templates, pre-made social media content, and more!



ASA HELPS YOUR RECRUITMENT EFFORTS through best practices for your company’s career website, one of the most important tools today’s job-seekers use to evaluate opportunities.

ACCESS **ASA’S FULL LINE OF RECRUITMENT TOOLS!**
FREE FOR ASA MEMBERS



75% OF JOB SEEKERS consider an employer’s brand before even applying.



30% OF ALL Google searches are **JOB** searches.



89% OF JOB SEEKERS agree that an employer’s career website is important when seeking a job.

FREE CHECKLIST from ASA to ensure your company’s website is using best practices for attracting talent.



ASA helps your recruitment efforts through **BEST PRACTICES FOR HIRING INTERNS** as a tool to help you fill the gap.



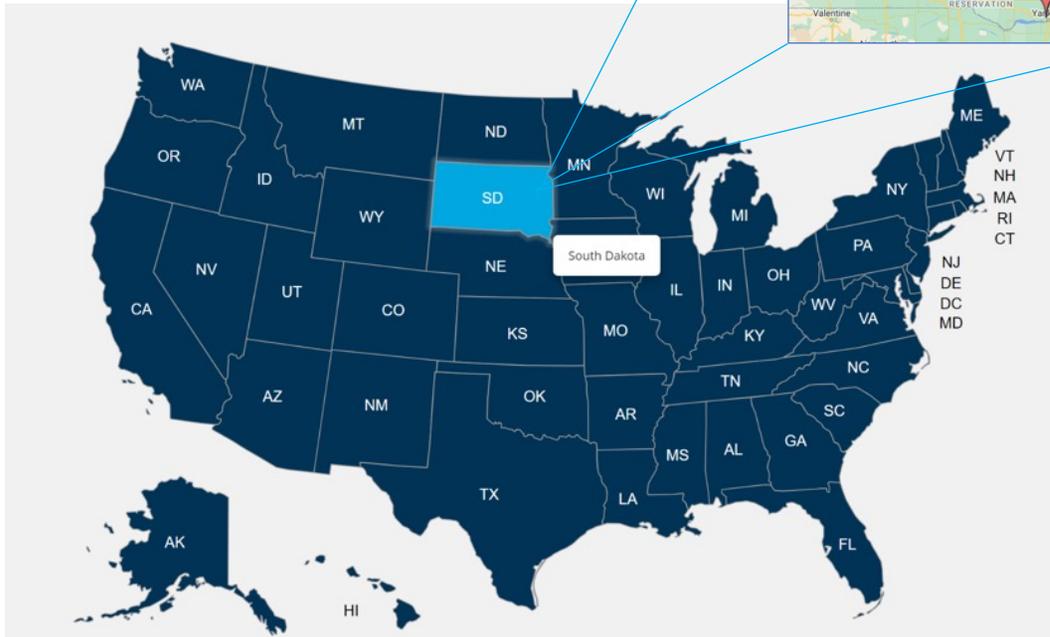
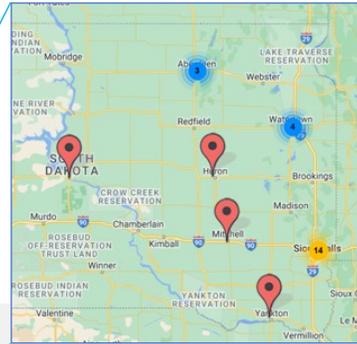
FREE MEMBER WEBINARS prepare you to face the workforce challenges of today and tomorrow.

PROJECT TALENT: DRIVING CAREER SEEKERS TO YOU

ASA's **PROJECT TALENT** IS A DUAL APPROACH:

1. BUILD AWARENESS and interest of career seekers, then drives them to our members' hiring websites where YOU close the deal.

2. GUIDE MEMBERS in developing their websites and recruitment efforts to hire the best talent available.



PROJECT TALENT Social Media Campaigns are reaching:

- **2.1 million** students, women, military and mid-career professionals
- **3.8 million** impressions
- **31,000** ad clicks
- **3,800** Facebook and Instagram followers

WILL **YOU** BE READY when they visit your company website?

Make sure your company's information is current on asa.net so potential candidates can link easily to your website from supplyindustry careers.com.

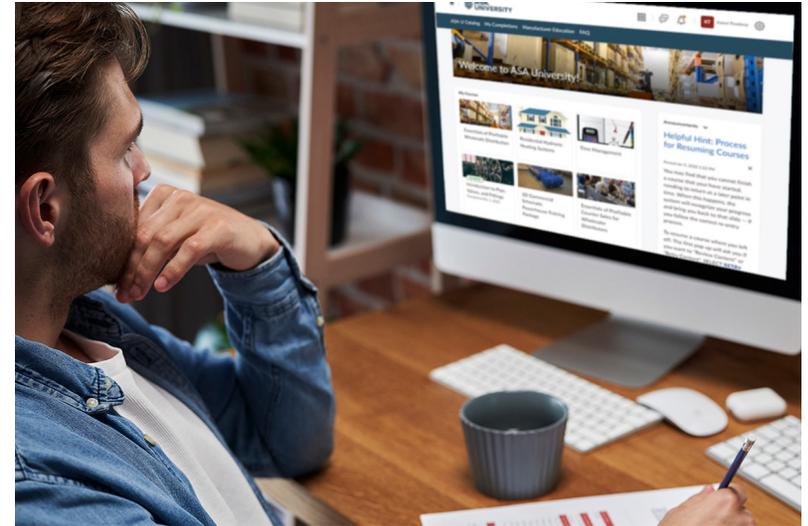
ASA UNIVERSITY IS DESIGNED TO TRAIN YOUR TEAM & SAVE YOU TIME

ASA UNIVERSITY IS THE **INDUSTRY STANDARD** FOR TRAINING & EDUCATION:

Training from ASA University enables you to develop your employees into the best trained, most professional in the industry. Designed for the industry, by the industry, ASA University has the tools for your success.

- **7 College of Sales / Sales Management Tracks**
- **4 College of Warehouse Management Tracks**
- **3 College of Purchasing & Inventory Management Tracks**
- **5 College of Leadership / Executive Management Tracks**
- **12 College of Business Management Tracks**

Each skill-based training track is mapped to the core skills your employees need to do the job right. Reskill or up-skill your existing employees. From profitability and bottom line to customer service and time management, ASA University can meet your training needs.



12,000+

Course Enrollments
in 2023

200+

Online Courses

300+

Training Tracks Sold
in 2023

INTRO TO THE INDUSTRY TRAINING TRACKS

TALENT COMES IN ALL SHAPES AND SIZES – and from different backgrounds. Don't limit your options – ASA University's **INTRODUCTION TO THE INDUSTRY** training tracks will get them up to speed and ready to do their job right!

These foundational training tracks provide guidance on getting to know the industry, how wholesaler-distributors operate, how they make money, and how to ensure a profitable bottom line at any role in the business.



FUNDAMENTALS:

Covers the basics of the PHCP / PVF industry and how wholesaler-distributors operate.

- Introduction to the PHCP / Industrial PVF Industry
- Overview of Wholesale Distribution
- Essentials of How Wholesaler-Distributors Make Money
- Essentials of Profitable Wholesale Distribution



2 TRACKS, JOB DESCRIPTIONS, ASSESSMENTS

DEEP DIVE:

Go deeper with additional courses on wholesale-distribution operations and our most popular product knowledge courses.

- Overview of Wholesale Distribution
- Introduction to the PHCP / Industrial PVF Industry
- Essentials of How Wholesaler-Distributors Make Money
- Essentials of Profitable Warehouse Operations
- Essentials of Profitable Wholesale Distribution
- Introduction to Pipe, Valves, & Fittings*
- Introduction to Steel, Stainless Steel, Iron Pipe, and Fittings*
- Introduction to Copper Tube, Plastic Pipe, and Fittings*

*Industrial versions available

**PERFECT
FOR NEW HIRES!**

ASK ABOUT:

HVAC, Commercial, Residential, and Industrial Intro Tracks!
We can also customize the right plan **JUST FOR YOU.**

COLLEGE OF PURCHASING & INVENTORY MANAGEMENT



The best way to increase inventory turn while decreasing expenses is efficient, online training that provides a deeper understanding of best practices and techniques for purchasing and inventory management.

3,155

HOURS
TRAINED

3

TRACKS,
JOB DESCRIPTIONS,
ASSESSMENTS

INVENTORY SPECIALIST:

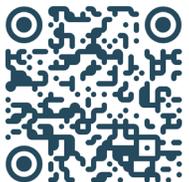
- Creating a Respectful Workplace
- Creative Problem Solving
- Developing Positive Relationships at Work
- Essentials of Leadership for Wholesaler-Distributors
- Essentials of Profitable Purchasing and Inventory Management
- Essentials of Profitable Warehouse Operations
- Essentials of Profitable Wholesale Distribution
- Essentials of Superb Service in Distribution
- Ethics in the Workplace
- Gathering Data: SWOT Analysis
- Introduction to Copper Tube, Plastic Pipe, and Fittings
- Introduction to Pipe, Valves, and Fittings
- Introduction to Steel, Stainless Steel, Iron Pipe and Fittings
- Inventory Control
- Microsoft Office 365
- Overview of Wholesale Distribution
- Taking Control of Conflict
- Team Excellence
- Time Management

PURCHASING AGENT:

- Business Etiquette
- Creating a Respectful Workplace
- Creative Problem Solving
- Crisis Management
- Developing Positive Relationships at Work
- Emotional Quotient Strategies
- Essentials of Profitable Purchasing and Inventory Management
- Essentials of Profitable Warehouse Operations
- Essentials of Profitable Wholesale Distribution
- Essentials of Superb Service in Distribution
- Ethics in the Workplace
- Gathering Data: SWOT Analysis
- Introduction to Copper Tube, Plastic Pipe, and Fittings
- Introduction to Pipe, Valves, and Fittings
- Introduction to Steel, Stainless Steel, Iron Pipe and Fittings
- Microsoft Office 365
- Understanding Successful Negotiation
- Overview of Wholesale Distribution
- Sales Negotiations: The 5 Stages for Successful Negotiation
- Taking Control of Conflict
- Team Excellence

PURCHASING MANAGER:

- Becoming an Effective Manager: Building
- Emotional Intelligence
- Coaching Conversations
- Coaching for Development
- Creating a Respectful Workplace
- Developing Positive Relationships at Work
- Effective Delegation
- Effective Listening Training
- Effective Presentation Skills
- Emotional Quotient Strategies
- Essentials of Leadership for Wholesaler-Distributors
- Essentials of Profitable Purchasing and Inventory Management
- Essentials of Profitable Warehouse Operations
- Essentials of Profitable Wholesale Distribution
- Essentials of Superb Service in Distribution
- Ethics in the Workplace
- Gathering Data: SWOT Analysis
- Handling Emotions Within Your Team
- Performance Excellence
- Prioritize Your Tasks
- Taking Control of Conflict
- Team Excellence
- Time Management



**SCAN TO
LEARN MORE!**

**Contact an ASA-U Advisor to customize!
630-467-0000 or email education@asa.net**

COLLEGE OF SALES / SALES MANAGEMENT



Provide your sales team with best-in-class training! As one of the first employees in the company to interact with your customers, your sales team needs to be equipped with knowledge and confidence on a range of products and customer situations.

ADD OPTIONAL COURSES TO ANY TRAINING TRACK TO CUSTOMIZE YOUR LEARNING EXPERIENCE!

INSIDE SALES:

- Account Types - Characteristics of the Sale
- Business Etiquette
- Creating a Respectful Workplace
- Developing Positive Relationships at Work
- Effective Presentation Skills
- Essentials of Profitable Inside Sales in Distribution
- Essentials of Profitable Wholesale Distribution
- Essentials of Superb Service in Distribution
- Introduction to Copper Tube, Plastic Pipe, and Fittings
- Introduction to Pipe, Valves, and Fittings
- Introduction to Steel, Stainless Steel, Iron Pipe and Fittings
- Introduction to the PHCP / Industrial PVF Industry
- Microsoft Office 365
- Sales Prospecting: The Sales Pipeline
- Selling Essentials: Developing Clients for Life
- Selling Essentials: Opening the Conversation
- Selling Essentials: Understanding the Sales Cycle
- Taking Control of Conflict
- Team Excellence
- Time Management

OUTSIDE SALES:

- Account Types - Characteristics of the Sale
- Business Etiquette
- Creating a Respectful Workplace
- Creative Problem Solving
- Developing Positive Relationships at Work
- Effective Presentation Skills
- Essentials of Profitable Outside Sales in Distribution
- Essentials of Profitable Wholesale Distribution
- Essentials of Superb Service in Distribution
- Introduction to Copper Tube, Plastic Pipe, and Fittings
- Introduction to Pipe, Valves, and Fittings
- Introduction to Steel, Stainless Steel, Iron Pipe and Fittings
- Introduction to the PHCP / Industrial PVF Industry
- Microsoft Office 365
- Sales Prospecting: The Sales Pipeline
- Selling Essentials: Developing Clients for Life
- Selling Essentials: Opening the Conversation
- Selling Essentials: Prospecting and Managing Territory
- Selling Essentials: Understanding the Sales Cycle
- Taking Control of Conflict
- Team Excellence
- Time Management

COUNTER SALES:

- Business Etiquette
- Creating a Respectful Workplace
- Creative Problem Solving
- Critical Thinking Skills
- Developing Positive Relationships at Work
- Essentials of Profitable Counter Sales for Wholesaler-Distributors
- Essentials of Superb Service in Distribution
- Introduction to Copper Tube, Plastic Pipe, and Fittings
- Introduction to Pipe, Valves, and Fittings
- Introduction to Steel, Stainless Steel, Iron Pipe and Fittings
- Introduction to the PHCP / Industrial PVF Industry
- Microsoft Office 365
- Understanding Successful Negotiation
- Overview of Wholesale Distribution
- Selling Essentials: Understanding the Sales Cycle
- Taking Control of Conflict
- Team Excellence
- Time Management

6

**TRACKS,
JOB DESCRIPTIONS,
ASSESSMENTS****SALES MANAGER:**

- Coaching Conversations
- Coaching for Development
- Coaching Skills
- Developing Positive Relationships at Work
- Effective Delegation
- Effective Presentation Skills
- Essentials of Leadership for Wholesaler-Distributors
- Essentials of Profitable Wholesale Distribution
- Essentials of Superb Service in Distribution
- Introduction to the PHCP/Industrial PVF Industry
- Microsoft Office 365
- Performance Excellence
- Selling Essentials: Understanding the Sales Cycle
- Taking Control of Conflict
- Team Excellence
- Time Management

SHOWROOM MANAGER:

- Business Etiquette
- Coaching Conversations
- Coaching for Development
- Coaching Skills
- Creating a Respectful Workplace
- Developing Positive Relationships at Work
- Effective Delegation
- Effective Presentation Skills
- Essentials of Leadership for Wholesaler-Distributors
- Essentials of Profitable Showroom Sales
- Essentials of Profitable Wholesale Distribution
- Microsoft Office 365
- Performance Excellence
- Selling Essentials: Understanding the Sales Cycle
- Taking Control of Conflict
- Team Excellence
- Time Management

51,028

HOURS TRAINED**SHOWROOM SALES:**

- Account Types: Characteristics of the Sale
- Business Etiquette
- Creating a Respectful Workplace
- Developing Positive Relationships at Work
- Effective Presentation Skills
- Essentials of How Wholesaler-Distributors Make Money
- Essentials of Profitable Inside Sales in Distribution
- Essentials of Profitable Showroom Sales
- Essentials of Superb Service in Distribution
- Fixtures and Faucets
- Introduction to Copper Tube, Plastic Pipe, and Fittings
- Introduction to Pipe, Valves, and Fittings
- Introduction to Steel, Stainless Steel, Iron Pipe and Fittings
- Introduction to the PHCP / Industrial PVF Industry
- Microsoft Office 365
- Residential Plumbing and Piping
- Selling Essentials: Developing Clients for Life
- Selling Essentials: Opening the Conversation
- Selling Essentials: Understanding the Sales Cycle
- Taking Control of Conflict
- Team Excellence
- Time Management



**SCAN TO
LEARN MORE!**

**Contact an ASA-U Advisor
to customize! 630-467-0000**
or email education@asa.net

COLLEGE OF WAREHOUSE MANAGEMENT



Warehouse management is the heartbeat of your company. Your staff needs on-demand courses to advance and grow new skills to push both their career and the company to the next level.

WAREHOUSE STAFF:

- Business Etiquette
- Creating a Respectful Workplace
- Developing Positive Relationships at Work
- Essentials of Profitable Warehouse Operations
- Essentials of Profitable Wholesale Distribution
- Essentials of Superb Service in Distribution
- Ethics in the Workplace
- Introduction to Copper Tube, Plastic Pipe, and Fittings
- Introduction to Pipe, Valves, and Fittings
- Introduction to Steel, Stainless Steel, Iron Pipe and Fittings
- Introduction to the PHCP / Industrial PVF Industry
- Overview of Wholesale Distribution
- Taking Control of Conflict
- Team Excellence
- Time Management

SHIPPING & RECEIVING SUPERVISOR:

- Coaching Conversations
- Coaching for Development
- Creating a Respectful Workplace
- Developing Positive Relationships at Work
- Essentials of Leadership for Wholesaler-Distributors
- Essentials of Profitable Warehouse Operations
- Essentials of Profitable Wholesale Distribution
- Essentials of Superb Service in Distribution
- Ethics in the Workplace
- Microsoft Office 365
- Overview of Wholesale Distribution
- Performance Excellence
- Prioritize Your Tasks
- Taking Control of Conflict
- Team Excellence
- Time Management

ADD OPTIONAL COURSES TO ANY TRAINING TRACK TO CUSTOMIZE YOUR LEARNING EXPERIENCE!



**4 TRACKS,
JOB DESCRIPTIONS,
ASSESSMENTS**

MAKE SAFETY A PRIORITY IN YOUR WAREHOUSE WITH SAFETY TRAINING FROM ASA UNIVERSITY, COVERING TOPICS SUCH AS:

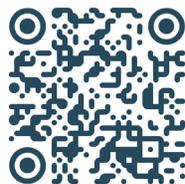
- Warehouse Safety
 - Injury Prevention
 - Driver Safety
 - First Aid
 - Forklift Safety
 - Workplace Conflict
- ...AND MANY MORE!**

WAREHOUSE MANAGER:

- Coaching Conversations
- Coaching for Development
- Delivering Feedback: Giving and Receiving Feedback
- Creating a Respectful Workplace
- Developing Positive Relationships at Work
- Effective Delegation
- Essentials of Leadership for Wholesaler-Distributors
- Essentials of Profitable Warehouse Operations
- Essentials of Superb Service in Distribution
- Ethics in the Workplace
- Interviewing Basics
- Microsoft Office 365
- Overview of Wholesale Distribution
- Performance Excellence
- Prioritize Your Tasks
- Taking Control of Conflict
- Team Excellence
- Time Management

DISPATCHER:

- Creating a Respectful Workplace
- Creative Problem Solving
- Developing Positive Relationships at Work
- Effective Delegation
- Effective Listening Training
- Essentials of Leadership for Wholesaler-Distributors
- Essentials of Profitable Warehouse Operations
- Essentials of Profitable Wholesale Distribution
- Essentials of Superb Service in Distribution
- Ethics in the Workplace
- Leading a High Performance Team
- Microsoft Office 365
- Overview of Wholesale Distribution
- Taking Control of Conflict
- Team Excellence
- Time Management



**SCAN TO
LEARN MORE!**

10,293
HOURS TRAINED

Contact an ASA-U Advisor to customize!
630-467-0000 or email education@asa.net



WHAT OUR MEMBERS SAY:

“With the expansion and growth that ECCO has experienced, we wanted to take a conscientious approach to training. ASA-U’s customizable and industry-specific training has made them the perfect partner for us. The support and service we’ve received has made the implementation of our compliance and leadership training easy to navigate and manage. ASA-U gives our team the tools to better serve our customers, internally and externally, and allows us to further our commitment of providing our customers innovative solutions driven by everyday challenges.”

Miya La Grange
Human Resources
Equipment Control Company
(ECCO)

COLLEGE OF LEADERSHIP / EXECUTIVE MANAGEMENT



Improve the skills of current leaders and develop the skills for future leaders to reach your company's full potential. With leadership offerings in sales, purchasing, warehouse, branch management and more, you can develop leadership, mentoring, and coaching skills.

10,643

**HOURS
TRAINED**

BRANCH MANAGER:

- Coaching Conversations
- Coaching for Development
- Delivering Feedback: Giving and Receiving Feedback
- Creating a Respectful Workplace
- Creative Problem Solving
- Developing Positive Relationships at Work
- Developing Your Leadership Style
- Effective Delegation
- Effective Listening Training
- Essentials of Leadership for Wholesaler-Distributors
- Essentials of Profitable Wholesale Distribution
- Essentials of Superb Service in Distribution
- Ethics in the Workplace
- Interviewing Basics
- Microsoft Office 365
- Performance Excellence
- Prioritize Your Tasks
- Reinforce Great Teamwork
- Taking Control of Conflict
- Team Excellence
- Time Management

SALES MANAGER:

- Coaching Conversations
- Coaching for Development
- Coaching Skills
- Developing Positive Relationships at Work
- Effective Delegation
- Effective Presentation Skills
- Essentials of Leadership for Wholesaler-Distributors
- Essentials of Profitable Wholesale Distribution
- Essentials of Superb Service in Distribution
- Introduction to the PHCP / Industrial PVF Industry
- Microsoft Office 365
- Performance Excellence
- Selling Essentials: Understanding the Sales Cycle
- Taking Control of Conflict
- Team Excellence
- Time Management

PURCHASING MANAGER:

- Becoming an Effective Manager: Building Emotional Intelligence
- Coaching Conversations
- Coaching for Development
- Creating a Respectful Workplace
- Developing Positive Relationships at Work
- Effective Delegation
- Effective Listening Training
- Effective Presentation Skills
- Emotional Quotient Strategies
- Essentials of Leadership for Wholesaler-Distributors
- Essentials of Profitable Purchasing and Inventory Management
- Essentials of Profitable Warehouse Operations
- Essentials of Profitable Wholesale Distribution
- Essentials of Superb Service in Distribution
- Ethics in the Workplace
- Gathering Data: SWOT Analysis
- Handling Emotions Within Your Team
- Performance Excellence
- Prioritize Your Tasks
- Taking Control of Conflict
- Team Excellence
- Time Management

ADD OPTIONAL COURSES TO ANY TRAINING TRACK TO CUSTOMIZE YOUR LEARNING EXPERIENCE!

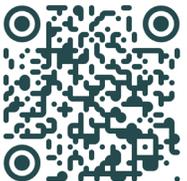
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**TRACKS,
JOB DESCRIPTIONS,
ASSESSMENTS****WAREHOUSE MANAGER:**

- Coaching Conversations
- Coaching for Development
- Delivering Feedback: Giving and Receiving Feedback
- Creating a Respectful Workplace
- Developing Positive Relationships at Work
- Effective Delegation
- Essentials of Leadership for Wholesaler-Distributors
- Essentials of Profitable Warehouse Operations
- Essentials of Superb Service in Distribution
- Ethics in the Workplace
- Interviewing Basics
- Microsoft Office 365
- Overview of Wholesale Distribution
- Performance Excellence
- Prioritize Your Tasks
- Taking Control of Conflict
- Team Excellence
- Time Management

Customize any **ASA-U** training track to meet **YOUR NEEDS**. Contact a friendly **ASA-U** advisor today and let us home-grow your training plan with your goals in mind!

Contact an **ASA-U** Advisor
to customize! 630-467-0000
or email education@asa.net



**SCAN TO
LEARN MORE!**



WHAT OUR MEMBERS SAY:

“We have found that administering ASA-U courses with our LMS platform has been a seamless integration. The benefit we see is our associates can go to the same portal to access courses and webinars from ASA-U, our vendors and in house training. Training is knowledge, knowledge is confidence, confidence is increased sales.”

Tom Dietrick
Marketing Director
Schaefer Supply

COLLEGE OF BUSINESS MANAGEMENT



Business management is at the center of your company's profitability and the success of your employees. Growing your business's ability in these areas translates to more efficient and effective business operations

HUMAN RESOURCES:

- Creating a Respectful Workplace
- Developing Positive Relationships at Work
- Effective Delegation
- Essentials of Leadership for Wholesaler-Distributors
- Essentials of Profitable Wholesale Distribution
- Essentials of Superb Service in Distribution
- Ethics in the Workplace
- HR Basics
- Interviewing Basics
- Microsoft Office 365
- Overview of Wholesale Distribution
- Performance Excellence
- Stress Management
- Taking Control of Conflict
- Team Excellence
- Time Management
- Violence in the Workplace

BILLING SPECIALIST:

- Accounting 101
- Creating a Respectful Workplace
- Developing Positive Relationships at Work
- Essentials of Profitable Wholesale Distribution
- Essentials of Superb Service in Distribution
- Ethics in the Workplace
- Introduction to Copper Tube, Plastic Pipe, and Fittings
- Introduction to Financial Statements
- Introduction to Pipe, Valves, and Fittings
- Introduction to Steel, Stainless Steel, Iron Pipe and Fittings
- Introduction to the PHCP / Industrial PVF Industry
- Microsoft Office 365
- Team Excellence
- Time Management

ADD OPTIONAL COURSES TO ANY TRAINING TRACK TO CUSTOMIZE YOUR LEARNING EXPERIENCE!



56,848**HOURS
TRAINED****5****TRACKS,
JOB DESCRIPTIONS,
ASSESSMENTS****COLLECTIONS/AR SPECIALIST:**

- Accounting 101
- Basics Staff Training: Auditing Accounts Receivable & Revenue
- Creating a Respectful Workplace
- Developing Positive Relationships at Work
- Essentials of Profitable Wholesale Distribution
- Essentials of Superb Service in Distribution
- Ethics in the Workplace
- Introduction to Copper Tube, Plastic Pipe, and Fittings
- Introduction to Pipe, Valves, and Fittings
- Introduction to Steel, Stainless Steel, Iron Pipe and Fittings
- Introduction to the PHCP / Industrial PVF Industry
- Microsoft Office 365
- Team Excellence
- Time Management

ACCOUNTING / FINANCE STAFF:

- Accounting 101
- Building a Business Case: Gathering Data -
- Understanding Financial Metrics
- Computer Use Basics
- Creating a Respectful Workplace
- Developing Positive Relationships at Work
- Essentials of Profitable Wholesale Distribution
- Essentials of Superb Service in Distribution
- Ethics in the Workplace
- Introduction to Copper Tube, Plastic Pipe, and Fittings
- Introduction to Financial Statements
- Introduction to Pipe, Valves, and Fittings
- Introduction to Steel, Stainless Steel, Iron Pipe and Fittings
- Introduction to the PHCP / Industrial PVF Industry
- Microsoft Office 365
- Team Excellence
- Time Management

CUSTOMER SERVICE:

- A Comprehensive Customer Service Program
- Business Etiquette
- Change Management: Change Model
- Creating a Respectful Workplace
- Customer Service Success
- Customer Service: Telephone Etiquette
- Developing Positive Relationships at Work
- Effective Listening Training
- Essentials of Profitable Wholesale Distribution
- Essentials of Superb Service in Distribution
- Ethics in the Workplace
- Overview of Wholesale Distribution
- Prioritize Your Tasks
- Taking Control of Conflict
- Team Excellence
- Time Management
- When the Phone Rings: Telephone Skills for
- Better Service

**SCAN TO
LEARN MORE!**

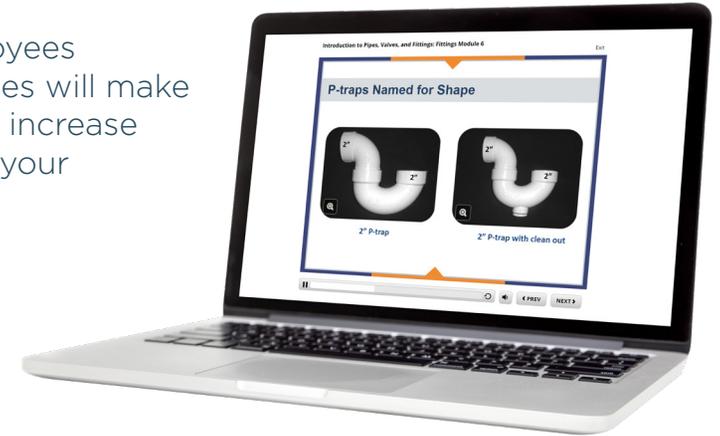
**Contact an ASA-U Advisor
to customize! 630-467-0000**
or email education@asa.net

ASA-U PRODUCTPRO® COURSES



The ProductPro® product knowledge courses will make your employees smarter about the products they sell. ProductPro® trained employees will make fewer errors, reducing your operating expenses and shrinkage, and increase customer satisfaction. These highly effective courses will also help your employees get up to speed faster and build their confidence.

- Domestic Water Heaters
- Domestic Water Well Pumps
- Fire Protection Systems
- Fixtures and Faucets
- Industrial Valves
- Introduction to Copper Tube, Plastic Pipe, and Fittings
- Introduction to HVACR
- Introduction to Pipe, Valves, and Fittings
- Introduction to Steel, Stainless Steel, Iron Pipe, and Fittings
- Introduction to Valve Actuation
- Residential Hydronic Heating Systems
- Residential Water Processing
- Sump, Sewage, and Effluent Pumps



VIEW THESE
COURSES
ONLINE!



INDUSTRIAL PVF PRODUCT TRAINING

ASA University has tailored its product knowledge offerings to meet the needs of our Industrial Piping Division membership. Employees can now learn about the types, uses, and descriptions of the products PVF distributors and manufacturers sell and the systems in which they are utilized to improve profitability, reduce expenses, elevate customer service, and shorten time to competence.

- Introduction to Industrial Copper Tube, Plastic Pipe, and Fittings
- Introduction to Industrial Pipe, Valves, and Fittings
- Introduction to Industrial Steel, Stainless Steel Pipe, and Fittings

ASA-U ESSENTIALS COURSES



Essentials, ASA University’s flagship brand, is comprised of separate and distinct courses, each targeting specific areas of a typical wholesale distribution business. By focusing on the ultimate goal of improving profitability, these courses provide a critical message on the value of each member of the wholesaler distributor’s team.

- Essentials of How Wholesaler-Distributors Make Money
- Essentials of Leadership for Wholesaler-Distributors
- Essentials of Leadership for Wholesaler-Distributors: Scenario Pack
- Essentials of Profitable Counter Sales for Wholesaler-Distributors
- Essentials of Profitable Inside Sales in Distribution
- Essentials of Profitable Outside Sales in Distribution
- Essentials of Profitable Purchasing and Inventory Management
- Essentials of Profitable Showroom Sales
- Essentials of Profitable Warehouse Operations
- Essentials of Profitable Wholesale Distribution
- Essentials of Superb Service in Distribution
- Introduction to the PHCP / Industrial PVF Industry
- Overview of Wholesale Distribution



VIEW THESE COURSES **ONLINE!**



WHAT OUR MEMBERS SAY:

“The ASA job descriptions are unique in that they describe the mechanics of performing a job. They encompass the mindset and demeanor of an employee who wants to make a meaningful contribution to the company as a leader, team member, and customer-service provider.”

Jack Bell Jr.
President
Masters' Supply

ASA-U SYSTEMS-BASED LEARNING



Systems-Based Learning courses are only available online. These interactive programs illustrate pipe, valves, and fittings in real-life within various systems. The lessons provide an overview to help learners visualize and understand what tasks these systems perform, as well as provide a basic knowledge about how each system works. Systems-Based Learning is offered in Residential, Commercial, and Industrial versions.

- Commercial Schematic - Central Chiller Plant Training Package
- Commercial Schematic - Plumbing Systems Training Package
- Commercial Schematic - Powerhouse Training Package
- Industrial Schematic - Steam System Training Package
- Residential Plumbing & Piping



VIEW THESE
COURSES
ONLINE!

NEED HELP OR WANT TO CUSTOMIZE?

Contact an ASA-U Advisor TODAY!

Call **630-467-0000**

or email education@asa.net



MANUFACTURER TRAINING

ASA University provides the opportunity for learners to expand beyond general product knowledge to the features and benefits of the specific products being sold – all in one place. Simply login to your ASA-U account and enroll yourself in **FREE** manufacturer courses today.



A WATTS Brand



Contact an ASA-U Advisor **TODAY** for more information!
Call **630-467-0000** or email education@asa.net

...AND MORE!

ARE YOU A MANUFACTURER?

Contact us to find out how you can share your training to thousands of learners through ASA University - **ENTIRELY FREE!**



ASA CAN HELP RETAIN YOUR TALENT



RETAIN YOUR EMPLOYEES ONGOING EMPLOYEE DEVELOPMENT

DID YOU KNOW? Businesses that invest in their employees' development and enable ongoing training have almost 50% higher retention rates.

The connection between employee retention and ongoing training is clear. Not only do employees stay with their employer for longer, ongoing training leads to enhanced morale and engagement among your team. In fact, it impacts your bottom line!

Retaining your key employees means succession planning, too. Learn to develop your next generation of leaders by retaining the talent that will lead your business to success in the future.



Companies with comprehensive training programs have a **24% higher profit margin.**



45% of workers would stay at a company longer if it invested in their learning and development.



Companies that invest in training and development have **37% higher employee retention rates** compared to those that don't.

Are **YOU** investing in retaining your top talent? Let **ASA University** help you reap the benefits of an ongoing training program and retain those quality employees.

ASA UNIVERSITY'S "ESSENTIALS OF PRACTICAL LEADERSHIP IN WHOLESALE-DISTRIBUTION" IS THE CORNERSTONE OF MDM



AUTHORED BY INDUSTRY EXPERTS, MDM STUDENTS GAIN A CLEAR PATHWAY TOWARDS LEARNING LEADERSHIP SKILLS FOR A PROFITABLE BUSINESS.



11

CRITICAL CHAPTERS

RECOGNIZED INDUSTRY LEADERS ON TOPICS SUCH AS:

- CHANGE MANAGEMENT
- LEADING EFFECTIVELY
- COMMUNICATION
- MANAGING CONFLICT
- ORGANIZATIONAL EFFECTIVENESS
- EMBRACING CULTURE
- STRATEGIC DECISION-MAKING
- DIVERSITY AND INCLUSION
- PROCESS IMPROVEMENT
- KEY FINANCIAL METRICS
- VISIONARY THINKING
- SUCCESSION PLANNING

WITH SUPPLEMENTAL PEER-TO-PEER STUDY AND ONLINE LEARNING PATHWAYS!

DEVELOP YOUR LEADERSHIP BENCH WITH ASA'S MASTER OF DISTRIBUTION MANAGEMENT PROGRAM

ASA University's premiere leadership program, the Master of Distribution Management Certificate Program, has offered unmatched flexibility and affordability for members to develop strong, action-oriented leaders. Our newest book offering, uniquely designed for the MDM program, Essentials of Practical Leadership in Wholesale-Distribution, has been developed with input from key leaders throughout the industry.

THE 12 MONTH MDM PROGRAM INCLUDES:



MDM IS THE PERFECT FIT FOR EMERGING LEADERS



The MDM Program is the premier leadership program to grow skills and hone instincts of the next generation of leaders.



SOFT SKILLS & SAFETY TRAINING



ASA University is constantly developing and delivering necessary training for the industry. Here you will find training that targets a specific skill or knowledge gap.

SOFT SKILLS:

- Business Etiquette
- Challenging Negative Attitudes
- Coaching Conversations
- Coaching for Development
- Creating a Respectful Workplace
- Creative Problem Solving
- Critical Thinking Skills
- Developing Positive Relationships at Work
- Ethics in the Workplace
- Selling Essentials: Developing Clients for Life
- Selling Essentials: Opening the Conversation
- Selling Essentials: Prospecting and Managing Territory
- Selling Essentials: Understanding the Sales Cycle
- Skillful Collaboration
- Taking Control of Conflict
- Team Excellence
- Time Management

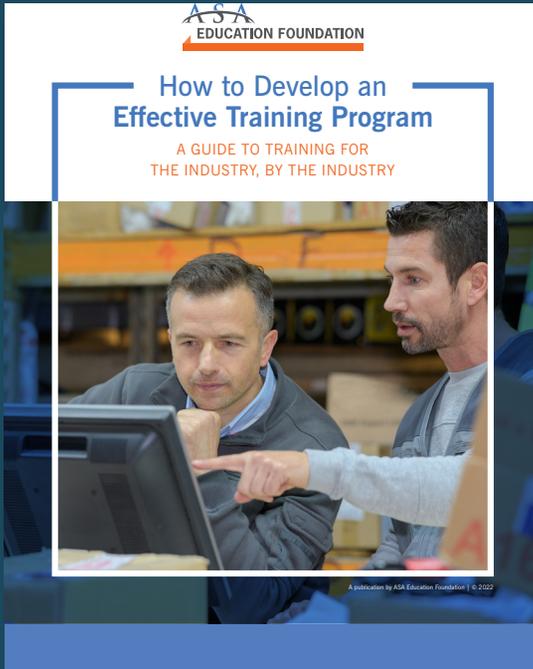
SAFETY TRAINING:

Over 40 Safety courses are available on ASA-U Online, visit www.asa.net/store

- Armed Intruder / Active Shooter Training
- Forklift Safety
- Cardiopulmonary Resuscitation (CPR)
- CMV Entry Level Driver Training
- First Aid Fundamentals
- Forklift / Powered Industrial Truck Safety
- Driver Safety
- The Drug-Free Workplace: Setting the Standard
- Violence in the Workplace



VIEW THESE
COURSES
ONLINE!



This handbook draws on the knowledge, best practices, practical lessons, and experience of your peers through storytelling and real-life experiences. Read how industry peers address challenges, overcome hurdles, and celebrate success in their own training initiatives.

This road map to training success puts you in the driver's seat. The training implemented can be scaled up or down to fit the needs of your business, no matter the size.

ASA-U PROVIDES SUPPORT IN ESTABLISHING BEST-IN-CLASS TRAINING

Authored by industry experts, ASA University's **"How to Develop an Effective Training Program"** handbook is **THE essential blueprint** to create an effective and impactful training program for your organization.

12 Chapters packed full of actionable strategies for trainers.

Dozens of L&D experts from across the nation share their best practices.

PLUS

A dedicated and knowledgeable team of learning & development experts ready to help build your training program.

ASA University's team of advisors can help you create, fine-tune, or revamp your training plan. We'll help you find the right path forward by understanding your training goals, and providing pathways to success!

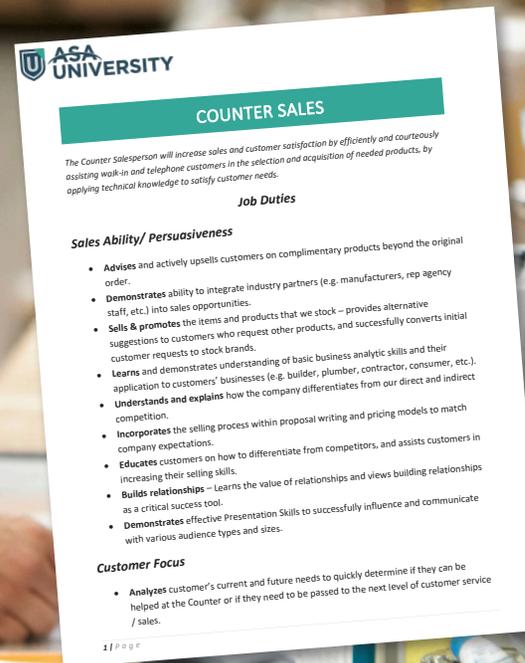
Contact us for your complimentary copy of "How to Develop an Effective Training Program" handbook at education@asa.net.

SCAN for your **FREE** copy of ASA's Training Handbook!



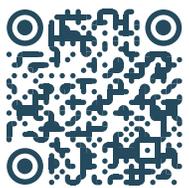
20+ JOB DESCRIPTIONS & ASSESSMENTS

**FREE TO ASA MEMBERS!
DOWNLOAD & CUSTOMIZE
WITH YOUR COMPANY BRAND**



ASA University's industry-vetted job descriptions and on-the-job assessments provide a simple way to align learners with the skills and behaviors needed to do the job right.

On-the-Job Assessments provide a quick, easy way to evaluate employee skills, customized to their job role.



**DOWNLOAD
THESE FREE
RESOURCES**

BACKED BY THE **KARL E. NEUPERT** ENDOWMENT FUND



WE'VE ACCOMPLISHED MUCH

Our work at ASA University is made possible with the generous support of the Karl E. Neupert Endowment Fund. Many companies have contributed to this critical fund which endows ASA University with support to innovate, create, and enhance training and education initiatives.

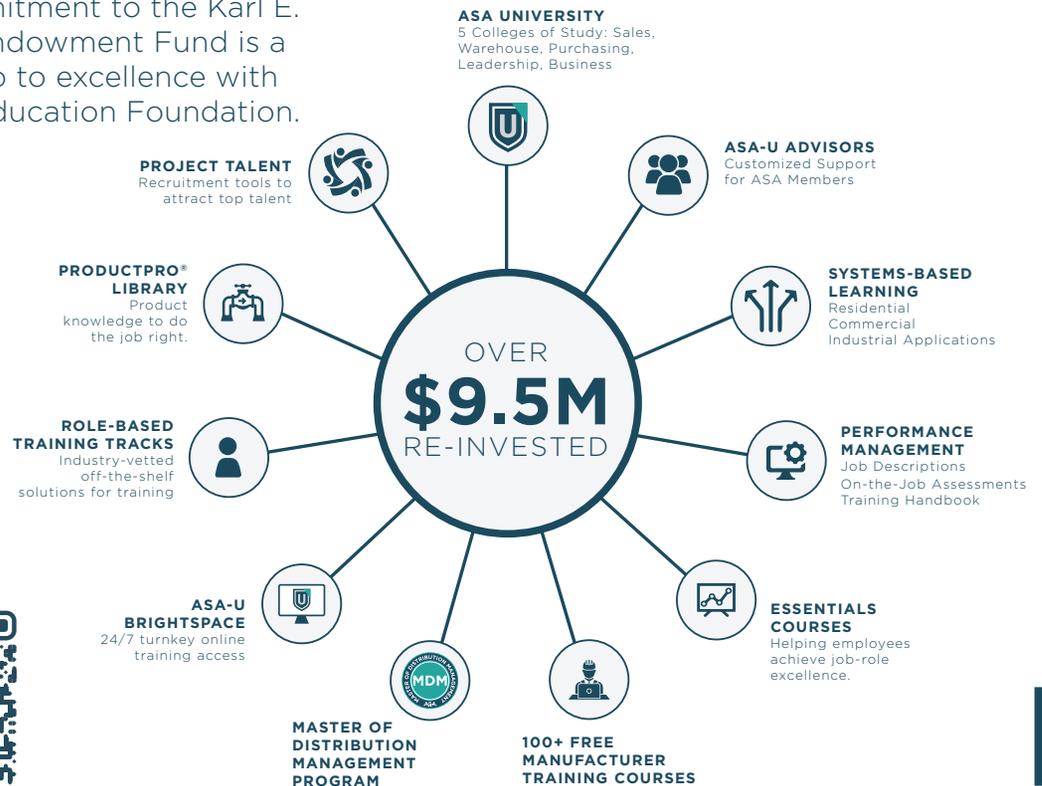
The ASA Education Foundation reinvests the generous donations of our supporters in programs such as ASA University, our premiere online learning platform, and the Master of Distribution Management (MDM) program, which is geared towards developing the next leaders in our industry.

It also enables us to create programs and resources to support our members, including in-person workshops, new course development, and publications.

Your commitment to the Karl E. Neupert Endowment Fund is a partnership to excellence with the ASA Education Foundation.

“Our industry’s needs are ever-changing. The Karl E. Neupert Endowment fund is the backbone of sustaining high-quality education for our industry. Not only does the Neupert endowment enhance profitability and productivity with proven training solutions, it also enables mission-critical programs to help members attract and retain the future lifeblood of their workforce.”

Taylor Albano
VP of Training and Education
ASA Education Foundation





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