



FOR IMMEDIATE RELEASE
September 5, 2013

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NBMDA Online Sales Training Advances Distributor Sales Performance

CHICAGO – The North American Building Material Distribution Association (NBMDA) is pleased to launch the NBMDA Sales Training Center.

In partnership with Dave Kahle and DaCo Corporation, the NBMDA Sales Training Center provides members with results-oriented, online sales training specifically designed for wholesale distributors. The resource recognizes the unique, relationship-building requirements of distributor sales: repetitive sales calls made to a defined customer base, with a wide variety of products and services to sell.

Specialized for the distribution channel, the NBMDA Sales Training Center provides cost-effective and time-efficient online training for every level in the sales organization, from compensation plan advice for executives, all the way through systems for sales and branch managers to training for sales people. Training content is proven to improve the performance of any distributor sales person.

The online training content has been developed by Dave Kahle, the world's most widely recognized authority on distributor sales. Kahle has worked with over 289 individual companies. His experience and expertise on the topic makes this the premier sales training program with an extensive body of content.

"This exciting new online resource is meant to assist NBMDA distributor members with educating and training their sales staff in a highly efficient and coordinated manner that compliments internal training offerings by allowing the sales professional to access the resource 24/7 from the road and during non-business hours," said Kevin Gammonley, executive vice president of NBMDA. "The partnership with Dave Kahle and DaCo Corporation provides access to an industry expert and training professional that our members are very familiar with as Dave has spoken at many NBMDA events over the years and many of our members have hired him to conduct in-house training. Dave's content has a proven track record within member firms."

Learn more about the NBMDA Sales Resource Center and other partnership programs at www.nbmda.org.

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About NBMDA

NBMDA is a multi-segment trade association representing the leading wholesale distributors of specialty building products and woodworking materials. Membership segments represent distributors and manufacturers that serve the independent building material, lumber, and kitchen and bath dealer, regional and national home centers, as well as those that serve production companies involved in cabinetry, architectural woodwork, stock woodwork, store fixtures, solid surface fabricating, plastics fabricating, general and specialty woodworking industries. For more information, visit www.nbmda.org.