



This list includes all of the currently available sales-related courses in PERC's Learning Center

Title	Description
Level One	
Foundations of Propane Marketing Pathway	This video provides some tips on getting the most out of this learning pathway.
The Modern Propane Learner	This video provides a brief overview of the Foundations Pathway and explains what to expect.
The Benefits of Certification	This video explains the benefits of certification and how being safety-focused can improve your credibility.
Overview of Markets and Their Customers	
Today's Propane	This video provides a marketer-focused snapshot of the state of the propane industry.
What Does It Take to Grow?	This video introduces the concept of a growth-focused mindset and offers some strategies for growth.
The Many Uses of Propane	This interactive module provides a marketer-focused snapshot of each of the major propane markets.
The Many Uses of Propane: Residential - Homeowners	This e-learning module provides an overview of the sales and marketing opportunities in the Residential market. [Future modules on other markets are planned.]
The Many Uses of Propane: Residential - Construction Pros	This e-learning module provides an overview of the sales and marketing opportunities in the Residential market. [Future modules on other markets are planned.]
The Many Uses of Propane: Autogas	This e-learning module provides an overview of the sales and marketing opportunities in the Autogas market. [Future modules on other markets are planned.]
The Competitor Series: Electricity	This video provides strategies for competing in the market against electricity. [Future videos on other competitors are planned.]
Marketer Math: In the Numbers with Propane & Electricity	This interactive toolkit explains how to explain the long-term financial benefits of propane to your customers.
Uncovering Customers' Propane Needs	This video offers insight on how to uncover new opportunities with your customers.
Listening to Build Relationships	This e-learning course will help you develop productive questioning and active listening skills to be a more effective marketer.
Sales Process for All Markets	The Train Track Sales Process – familiar to marketers who have taken PERC training previously – is explained here in a clear, step-by-step format.
Manage the Conversation	This e-learning course explains how to handle conversations when they go “off the train track.”

Introduction to Strategic Partnerships

Influencers in the Market	This iPDF provides tips on identifying people in the industry who can help you grow your business.
Expand Your Impact Over Time with Strategic Relationships	This iPDF explains how to develop strategic partnerships with industry professionals to expand your reach and capacity.
Be Their Trusted Advisor	This e-learning module will show you how to become a trusted advisor to your customers, not just a salesperson.
Strategic Peer Networks	This iPDF provides tips on partnering with other propane professionals to expand your business and your network.
Checklist: Self-Assess Your Strategy	This interactive checklist gives you a list of recommended skills and activities to complete to develop your skills and your business.

Level Two

Defining Your Business Growth Strategy

Tips for Your Growth Strategy	These tips and best practices help you devise a good growth strategy that reflects how your organization will evolve to meet the demands of today and tomorrow.
Data in Action	This is an exploration into relevant data — why it's important, where to find it, and how to synthesize it to formulate strategies and tactics.
Develop a Growth Strategy Using Trending Opportunities	Regional trends — and opportunities — are captured in data. This e-learning module explores how to use data [e.g., Residential Opportunity Insights (ROI) reports] to create a growth strategy that's aligned to the opportunities specific to regional trends.
Your Customer's Point of View	This video describes how to define your customers' problems using a problem statement that pinpoints their point of view.
Customer Segmentation	This e-learning module reviews a handful of finer points you can use when you incorporate customer segments into strategic decisions.
Upselling and Cross-Selling	This e-learning module reviews a handful of finer points you can use when you incorporate upselling and cross-selling into your growth strategy.
Marketing in the Digital Age	This is an overview of modern marketing — using technology to reach customers in innovative ways to represent your business, brand, and solutions.
The 1075 Podcast: Regionally-Focused and Digitally-Dominant	Josh Simpson of Kamps Propane in California talks about how a digital marketing strategy can yield ideal results for small companies and how it can be done inexpensively and efficiently to raise awareness of propane's benefits and connect consumers to their local marketer.
The 1075 Podcast: Google My Business	Google is providing a localized search engine, so when people search for a propane retailer in their area, your name can be at the top of the list.
Google It	Increasingly, Google's local business listings show up ahead of Find a Propane Retailer in search results. Rather than compete with Google, start using its search results at Propane.com.

Connecting with the Right People

The Art of the Propane Partnership	This video discusses benefits of partnering with other propane professionals.
Win-Win Negotiations	This video discusses ways to negotiate that will help build and maintain strong relationships.
Buyer Types	This is an explanation of four different customer archetypes.
Buyer Types in Action	This is an interactive exploration into different customer archetypes.
A Conversation Framework	This is a how-to guide for using a conversation framework to help manage conversations and maintain trust and confidence.

A Conversation Framework Checklist	This is a checklist for using a conversation framework to help manage conversations and maintain trust and confidence.
Handling a Difficult Conversation	This is an interactive exploration into applying a conversation framework to a difficult conversation.
Defining Your Solutions	
Customer Journey Mapping	A customer journey is a helpful and visual way to relate to your customers' experiences when they interact with your business.
Uncovering Customers' Propane Needs	This video discusses the use of good, productive questioning and active listening to identify propane solutions that meet customers' needs.
Customer Service Scenarios	This is an interactive e-learning module that includes a short series of customer-driven questions and problems and how they can best be handled.

CSR, Autogas, Environmental	
Expanding Residential Sales Through Customer Service	Entry level Customer Service Representative sales training on how to use the Train Track to Success when handling calls for the residential market.
Autogas Adoption	In this module you will find case studies of early autogas adopters, tools to calculate savings in switching to autogas, industry fleet information, answers to some perceptions you might have believed in the past, and many other resources to save and use while planning your switch.
Autogas Sales Training Series	This eLearning experience will equip propane providers with the industry knowledge and insight to build their customer fleet base and be successful in the Autogas market. The information and skills the learner will acquire in this series will help develop long-term relationships with key partners and customers.
How to Talk About Propane and the Environment	As more and more conversations about the environment are taking place, learn how to position propane as a clean energy and which key messages you should be using in front of different audience types.