



*The Industry's Only Training and
Certification Program for
Manufacturer Sales Representatives*

INSTITUTE OF DOOR DEALER EDUCATION AND ACCREDITATION

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DoorEducation.com



Certification is our industry's future

The CDDC Program is a unique opportunity for members of the door and access systems manufacturing community to join in the trend towards public recognition of industry professionalism.

Door systems dealers are joining in the professionalism campaign in growing numbers and steadily recognizing that consumer demands of the 21st Century are evolving from those of past generations.

IDEA created the CDDC program to give manufacturer sales representatives the opportunity to be a part of this exciting and promising trend.

If you represent a manufacturer in the sales or marketing field, you owe it to yourself and your customers to show your commitment to industry professionalism by earning the Certified Door Dealer Consultant designation.

Maintaining Certification

Door Dealer Consultant Certification applies for a three-year beginning with the effective date assigned by the IDEA after completing all of the program requirements. In order to maintain certification, each applicant will be required to submit a renewal form with a renewal fee. In addition certified consultants must earn 9 Continuing Education credits (1 hour of education equals 1 CE credit) during the three-year renewal cycle. IDEA will provide certified consultants with additional information regarding the availability of eligible CE courses.

The industry's only independent sales training and certification program is here!

Manufacturer sales representatives can now take advantage of years of training and curriculum development produced by the Institute of Door Dealer Education and Accreditation.

This course is designed to enable manufacturer sales representatives to know in detail the needs of door systems dealers by earning the professional designation Certified Door Dealer Consultant.

IDEA has developed programs for dealers, installers and service technicians to create professional recognition that can be held out to the general public attesting to a high level of knowledge and dedication. Sales professionals who serve the needs of door systems dealers can also hold the IDEA symbol of certification.

The program is ideally suited for both experienced door systems sales professionals and newcomers to the industry. The curriculum is a combination of materials from the IDEA Dealer Accreditation program, technician certification courses and content targeted specifically to manufacturer sales representatives.

**For more information, visit the IDEA website at:
DoorEducation.com
or phone: (937) 698-1027**

Preparing for Examination Through a Unique and Thorough Course of Study

Once you apply you will receive six study guides, however there is only one exam.

SECTION 1

Getting to Know the Door and Access Systems Dealer

- Introduction
- Helping the Dealer Sell
- Getting to Know the Industry

SECTION 2

Safety Risk Management and Regulations

- Safety
- Risk Management
- Organizations and Regulations

SECTION 3

Sales and Marketing

- Developing a Marketing Plan
- Principles of Effective Advertising
- The Commercial Construction Process

SECTION 4

Residential and Commercial Sectional Door Technical Essentials

- An Introduction to the IDEA Sectional Door Systems Technician Certification
- Understanding Codes and Standards
- Sectional Door Construction
- Sectional Door Components
- Fundamentals of Sectional Door Installation
- Methods of Operation
- Installation of Residential Operators
- Typical Installation Instructions for Commercial Electric Operators
- Once Piece Doors
- Service and Operation of Sectional Doors
- Glossary of Terms
- DASMA Standards and Technical Data Sheets

SECTION 5

Commercial Rolling and Rolling Steel Fire Door Technical Essentials

- An Introduction to Rolling Doors
- Understanding Codes and Standards
- Rolling Door Components
- Types of Rolling Doors
- Methods of Operation
- Automatic Closing Devices
- Obtaining and Installing the Correct Door
- Installation Instructions for Electric Operators
- Service and Operator of Rolling Doors
- Glossary of Terms
- DASMA Standards and Technical Data Sheets

SECTION 6

Accounting and General Business Principles

- Balance Sheet
- The Income Statement
- Ratios and Averages
- Markup and Margin
- Break-Even Analysis
- Product Mix
- Independent Contractors
- Business Structure
- Inventory Procedures
- Technology / Security





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