

Get MORE with



## Distributor Training Program

Our comprehensive label training program is designed to educate and train your sales reps, empowering them both to grow existing accounts and win new business.

We do this by creating customized training and marketing material that reflects your brand standards and needs.

## Two-Part Program

### 1. Internal Training

- Podcast training episodes (5-10 minute shorts)
- Webinars
- Lunch and learns
- Newsletters
- Incentive program

### 2. Client-Facing Marketing

- Long form articles (written by IDI and posted by your team to your blog or LinkedIn)
- Branded 1-pagers
- Branded infographics

\*note - you do not need to opt-in to every part of the program.

## A Few Things To Keep In Mind

1. Content is created by IDI, putting ***no burden on your team.***
2. Internal training provides your reps with the tools and label knowledge they need to sell with confidence.
3. Client-facing material helps boost your reputation as a leader in the market while providing your marketing team with content.