

AAIA®
HEAD OF THE
CLASS AWARD



2011 AWARD WINNING PROGRAMS



N. A. Williams Company

2900-A Paces Ferry Rd., Atlanta, Ga.

N.A. Williams was selected for the manufacturers' representative category due to the company's commitment to the continuous improvement of their people throughout the company's 77-year history. N.A. Williams outlines training and education requirements in job descriptions, particularly focusing on sales associate skill areas of most importance to customers. Recent accomplishments include completion of a six-month course for several employees on business analytics and insight. Continuous programs include sending staff teams to AAPEX, especially to participate in the AAPEX Learning Forum sessions, sending staff to the Global Automotive Aftermarket Symposium (GAAS), offering and reimbursing ASE and professional manufacturer representative certification to employees, offering product training courses, and supporting participation in education courses during work hours and off time, including the university level. N.A. Williams has formal job rotation and cross-training programs, annual sales meetings for the entire organization that focus on sales training, product training, and mentoring and team building activities. The company takes advantage of University of Aftermarket programs, including Leadership 2.0. What is N.A. Williams' ROI? The company has seen direct results in the success of the business based on these training initiatives and made an increased and more targeted approach to education and training as part of their long term strategy. Through continuous education, N.A. Williams' associates and staff are better able to identify, understand and effectively communicate business solutions. 🍏