

Why You Should Take the CDDC Test

A Peek at the New Certified Door Dealer Consultant Program

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On June 23, I became the industry's first Certified Door Dealer Consultant under the new 2011 IDEA program. Launched on June 1, the CDDC is the first IDEA program designed for manufacturer sales reps and anyone who has regular dealings with dealers.

"The idea is to immerse sales reps in the world of the dealer and give them an appreciation for the challenges faced by their dealer customers," says Todd Thomas, managing director of IDEA.

When I heard that the CDDC program was going to be launched on June 1, I decided to take the plunge and see if I could make the grade. And I admit that the special introductory price of only \$100 (which ends March 31, 2012) was a part of the appeal.

Study Time

On June 1 at Expo, Todd Thomas gave me the DVD with its 150-page study guide, and I began studying in earnest. Over the next three weeks, I averaged about an hour of study per night, highlighting any detail that seemed like a potential test question.

I was familiar with most of the material (see "About the Study Guide" at right), but the section on risk management was fairly new to me. Even though I assumed that I had a good grasp of the other topics, there are still hundreds of details to remember, such as event dates, product/part names, NEMA types, cycle ratings, force ratings, spring/drum sizes, formulas, wiring types, coatings, fire door release devices, regulations, federal agencies, installation steps, and on it goes.

This list shouldn't scare you, but it should tell you that you'll need to study. If you think you can waltz in and pass the test without studying, you will likely be painfully embarrassed. In the end, I passed with 92 percent. That should give you some confidence that you can do it, too.

Why You Should Do It

Why should you seek the CDDC credential? Consider these reasons.

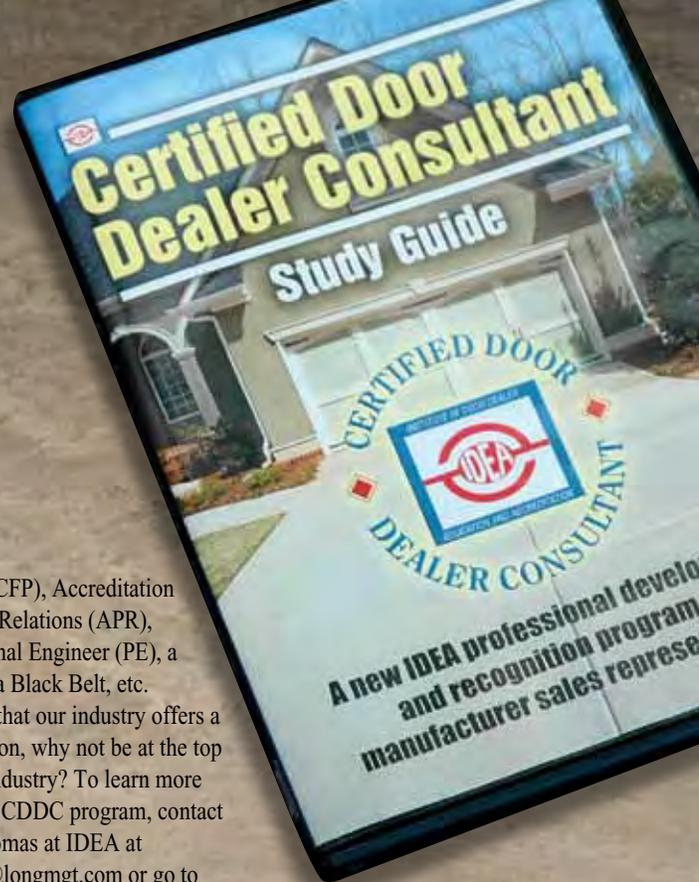
Bang for the Buck. No one in our industry has a bachelor's degree in garage door business. This program is probably the best possible way to demonstrate that you have some proficiency in understanding this business. Plus, for only 100 bucks, a CDDC is a lot cheaper than a bachelor's degree.

Think Résumé. If your job involves frequent interaction with dealers, the CDDC behind your name shows that you're serious about this industry. It will boost your confidence, and it will look good on your résumé. In this economic climate, that's a real plus.

Demonstrate Proficiency. Many industries have certifications that allow you to demonstrate proficiency. Some programs are administered by the state, while others are administered by the industry. You may have heard of a Chartered Life Underwriter (CLU), Certified Financial

Planner (CFP), Accreditation in Public Relations (APR), Professional Engineer (PE), a Six Sigma Black Belt, etc.

Now that our industry offers a certification, why not be at the top of your industry? To learn more about the CDDC program, contact Todd Thomas at IDEA at tthomas@longmgt.com or go to www.dooreducation.com. Todd can also tell you about upcoming opportunities to take the exam. ■



A GUIDE TO THE STUDY GUIDE

- 1 An Introduction to the Door and Access Systems Dealer (pp. 1-10)
- 2 Business Model of a Typical Door Dealer (pp. 11-16)
- 3 Safety, Risk Management and Regulations (pp. 17-28)
- 4 Fundamentals of Residential Installation (pp. 29-32)
- 5 Residential Garage Doors and Operators (pp. 33-52)
- 6 Wind Loads and Garage Doors (pp. 53-60)
- 7 Insulation (pp. 61-64)
- 8 Commercial Sectional Doors (pp. 65-100)
- 9 Commercial Rolling Doors (pp. 101-128)
- 10 Rolling Steel Fire Doors (pp. 129-142)

ABOUT THE TEST

Length: The exam has 100 4-part multiple choice questions.

Difficulty: The test is not easy. You will need to study the guide.

Study Time: I studied the guide about an hour a day for three weeks

Exam Time: You have two hours to complete it.

Score: You must score 80% to pass the exam.

WHO SHOULD TAKE IT

- Manufacturer Sales Reps
- Top Marketing Staff
- Distribution Center Managers
- Customer Service Reps/Managers
- Top Management
- Anyone whose work involves extensive interface with dealers