



ADVANCED SALES MANAGER CERTIFICATION

**ADVANCED SALES MANAGER CERTIFICATION (ASMC)
STUDY GUIDE**

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Please use this guide to assist in preparation for the Advanced Sales Manager Certification (ASMC) examination.

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I. BUSINESS TRAINING:

BusinessTraining.com is the leading online program for specialized niche business certification programs. The team behind BusinessTraining.com is comprised of industry experts in niches including online marketing, project management, public relations, consulting, and many more.

This experience, combined with our advisory board's expertise in online education and training, is what makes it possible to provide the training and certification programs found on our website.

BusinessTraining.com is part of the G.T.C. Institute, a global training and certification organization that has provided practical industry-specific certification to over 1,000 clients from the United States, Europe, and more than 30 other countries around the world.

We provide high value training programs that provide function knowledge on very specific business topics such as public relations, online marketing, project management, international business, and consulting.

BusinessTraining.com's Mission: To provide professionals with high impact business training and certifications in niche subject areas that are functional and immediately beneficial.

BusinessTraining.com helps you to:

- Quickly gain specialized knowledge in highly valuable business niches.
- Enhance your credibility, resume, and overall value in the marketplace.
- Complete our training programs in 5 months from anywhere in the world.

Our programs accept participants year-round and are flexible to work with your current work schedule and academic constraints. You can complete one of our programs in 2 months or 2 years; the choice is yours.

II. ASMC DETAILS AND TIMELINE:

PROGRAM DETAILS:

The **Advanced Sales Manager Certification (ASMC)** certification program is unique in that it is modeled after many online courses offered at Ivy League institutions today, offering more value for a more cost-effective program. The ASMC Program is a self-study program that includes educational multimedia resources in video form, a study guide, required readings, and a flexible online examination process, accessible around the world.

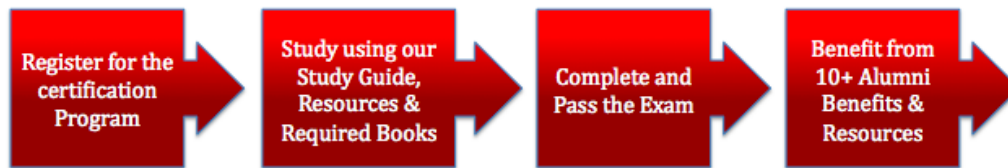
The online exam is structured so that in order to complete the exam within the 2-hour time frame one must read through all of the assigned materials and conceptually understand the majority of the material to score well enough to pass the exam.

Our goal is to offer the most challenging program in the industry while also providing all of the learning tools possible to ensure participants get the most out of the experience. By testing the knowledge depth and comprehension from the materials digested, the ASMC certification prepares individuals for successful, real-world application.

The **Advanced Sales Manager Certification (ASMC)** program is sponsored by the GTC Institute and offered by BusinessTraining.com. This certification program is designed to show and certify that you have gained an in-depth understanding and high-level, specialized knowledge.

In addition to the benefits of gained knowledge, growing industry recognition, more knowledgeable career choices, and networking, our organization is also developing additional resources for ASMC Participants. This includes video and MP3 recordings on Q&A or strategies and tactics, webinars, access to interviews with internet marketing professionals who have more than 10 years of experience in the industry, among many more benefits.

4 STEP CERTIFICATION PROCESS



TIMELINE & EXAMINATION DATES:

Programs are offered through open enrollment, making our programs 100% flexible with your current work or academic schedule. After joining you may select an examination date that works well for you from the following dates we offer annually: January 10th, April 10th, July 10th, and October 10th.

BusinessTraining.com exams are administered 100% online. When you have completed the strategic project (outlined later in this study guide), please follow the project submission instructions. Once you have submitted your completed project, you are welcome to schedule your exam date.

Please note that your exam date request must be received at least 3 weeks before the exam date. For example, if you would like to sit for the January 10th exam, we would need to receive your request no later than December 20th.

To register for an examination date:

- 1) Email your completed ASMC project (*explained in detail in this study guide*).
- 2) Include your desired exam date in the email with your completed project.

LEARNING OBJECTIVES OF THE ASMC:

- To ensure each participant has mastered the fundamentals of sales and the sales cycle
- To provide a framework for conducting competitive due diligence and using that knowledge for framing, leveraging a Unique Selling Proposition (USP) and handling objections
- To equip sales professionals with advanced selling strategies such as educational marketing, reversing the sales pressure, up selling, cross selling, and pre-planned sales questions
- To provide sales professionals a competitive advantage in the real world through providing them with more tools and processes to follow than others in the field

III. REQUIRED READINGS:

1. The Marketer's Bible by Richard Wilson ISBN# 9781460945780 (Chapters 3, 4, 5, 16, 17, 18, 19, 20, 21, 22, 23, and 25)
2. Little Red Book of Selling by Jeffrey Gitomer ISBN# 1885167-60-1 (Full Book Required)

IV. ASMC EXAM PREPARATION

1. **EXAM COMPOSITION:**

There are a total of 100 points available to earn for the exam, 80 of which can be earned from the multiple choice or true/ false questions that are worth 2 points each, and 20 of which can be earned from 2 short answer questions that are worth 10 points each. Please see below for the composition and distribution of the points in-depth.

<u>Topics and Weights</u>	
Sales Fundamentals (20)	Multiple Choice Questions
Sales Cycle & Process (20)	Multiple Choice Questions
Educational Selling/Positioning (20)	Multiple Choice Questions
Advanced Selling Strategies (20)	Multiple Choice Questions
Comprehensive & Conceptual Essay Questions	2 Essays

You will have 2 hours to complete the exam. Those who have not made the effort to read the materials will have a hard time completing the exam within the allotted time, but for participants who have read the required readings 2 hours will be sufficient.

2. **TERMS AND CONCEPTS TO KNOW:**

Below, please find the terms and concepts that you should be able to define after having read the required readings.

Please define the terms from the required readings rather than a dictionary. You will be tested on the definitions and meaning of these phrases that authors have provided. If you understand all of the terms below in the context of the required readings you will be able to answer a good amount, but not all of the questions on the multiple choice examination.

- Cross Selling
- Up Selling
- Educational Marketing
- Choke Points
- The Angels & Demons approach to selling

- Unique Selling Proposition (USP)
- "Brand Me" strategy
- Engagement Questions
- Testimonials
- The Rule of "The More, The More"
- Toastmasters
- Creative Environment
- 30-Second Commercials
- The Sales Cycle
- 5 Great Rules of Sales
- Monthly Sales Pulse
- SMART Goals
- Customer Value
- 5 Pillars of Selling
- The 6 I's of Relationship Cultivation
- Sales Knowledge Management
- The 4 Square Planning Model
- Educate Your Instincts
- Building Rapport
- BHAGS
- Hedgehog Concept
- Speed of Implementation

3. SAMPLE QUESTIONS:

1. Gitomer recommends to not sell the product and not sell the appointment, he recommends you sell the service.
 - a) True
 - b) False

2. Gitomer recommends to improve your humor you need to _____.
 - a.) Hire a high-end humor coach of some type
 - b.) Become a student of humor
 - c.) Stop being serious and start being more goofy
 - d.) Take clients out to happy hour more often

3. Cross selling is the sale of a small product across multiple industries to increase the profits of total product or service sales.
 - a) True
 - b) False

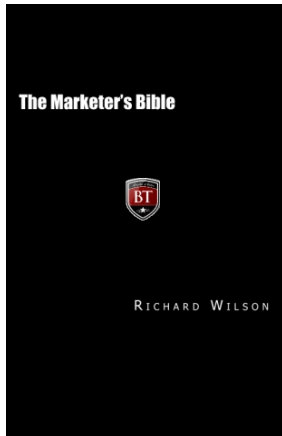
4. All of the following are things which improve your creativity in sales except:
 - a.) Your attitude
 - b.) Your self belief
 - c.) Your schedule
 - d.) Your support system

5. Copywriting is persuasive writing that is aiming to get the prospect to take some action after reading your written word.
 - a) True
 - b) False

V. BOOK SUMMARIES

THE MARKETER'S BIBLE

By Richard Wilson



CHAPTER 3: COMPETITIVE INTELLIGENCE

This chapter is not critical for the examination but an important part of sales and knowing how your product or service is positioned in the marketplace. Please pay attention to key terms and strategies regarding completing competitive intelligence both within this chapter and the required video modules as well.

Chapter 4: Killer Copywriting

For the Advanced Sales Manager Certification (ASMC) program it is important that you are familiar with the very basics of copywriting. Be sure that you know what copywriting is, what a copywriter does, and how this is related to persuasive writing and not any type of legal protection system. Before moving on from this chapter be familiar with some copywriting best practices related to headlines,

postscripts, and strong offers.

Chapter 5: Influence & Persuasion

This chapter introduces you to the very basics of influence and persuasion and provides a few examples of influence principles that you can put to work in sales. Influence is one of the highest return areas for studying to give yourself in edge in all sales situations.

CHAPTER 16: SALES 101

This chapter presents some fundamentals of sales that are critical to doing well on the examination. Know what the Sales Cycle is and pay attention to the bulleted and numbered lists as well such as the list of the Top 5 Rules of Sales. This chapter also reviews The 6 I's of Relationship Cultivation to show how you can systematically develop strong relationships with your prospects. This section on relationship cultivation and the following on Sales Knowledge Management are both important to know well.

CHAPTER 17: SALES GROWTH TOOLBOX

This chapter provides some additional tools for increasing your sales and profits. The beginning of the chapter starts out with four proven rules for creating excessive profits. The chapter goes on to present the 4 Square Planning Model and the Top 5 types of sales objections you will most likely encounter while trying to reach your sales goals. If you are working within a medium to large sized company you may be asked to develop a sales plan or campaign, while doing so it may help to refer to the A, B, C's of sales campaigns model in this chapter.

CHAPTER 18: SALES TEAM DEVELOPMENT

This chapter covers best practices in developing a strong sales team. If you get really good at sales it is only a matter of time before you are running your own sales team or starting your own business and in charge of hiring professionals to help you execute your proven sales methods. The most important part of this chapter is understanding the importance of lead management as your team grows, please know what a

Customer Relationship Management (CRM). It will be helpful on the test and for your sales career to know about taking your monthly sales pulse and using SMART goals as well.

CHAPTER 19: PROSPECTING

This chapter focuses on methods and strategies for prospecting for new customers. You should know exactly what rapport is and how to build it by the end of this chapter. Rapport building is a key sales building block that you must get right to become great at selling.

CHAPTER 20: STRATEGIES TO GIVE YOU AN EDGE IN SALES

Within this chapter we review a few classic business management and growth books and apply them to improving yourself as a sales professional. Please know what a BHAG is and exactly what your own sales BHAGs are right now in your current position. Also, know the importance of Clock Building, the HedgeHog Concept, why good is not enough, and the Flywheel Concept.

CHAPTER 21: INTERNATIONAL SALES EXPANSION

If you are not working on global sales yet, you soon will be. Many businesses are finding that their fastest growing percentage of sales is from outside of their domestic location whether that be in Europe, the United States or fast growing countries such as Brazil. As the economies of growing nations further adapt high speed internet and learn to trust the internet for every day commerce, international sales is becoming more important to competing well in every industry. For this chapter please familiarize yourself with the risks of international operations and the KISS principle.

CHAPTER 22: NETWORKING 501

It is important to get good at networking as you will eventually be trying to sell to hard-to-reach prospects if you are not already. This is because those with more resources and authority in our society are very in demand and hard to get in touch with. In this short chapter pay attention to the 8 Networking Tricks of Rainmakers and try to put these to use right away before they are forgotten.

CHAPTER 23: NAVIGATING NEGOTIATION BASICS

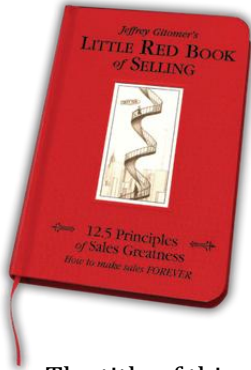
This chapter introduces you to some negotiation best practices. Whether you are negotiating with your boss, business partner, team, or sales prospect negotiation skills will pay back many fold over several years of your selling career. For the examination know what 3D negotiation is and the 6 Pitfalls of Negotiation.

CHAPTER 25: CONCLUSION

The most important part of this chapter is the section on speed of implementation. Please know for the examination what speed of implementation is a business principle, and what it is important in business and sales. Also, think to yourself how you can implement what you have learned within this program more quickly so you will maximize the benefit you get from this program.

LITTLE RED BOOK OF SELLING

by Jeffrey Gitomer



The Little Red Book of Selling is a classic read by millions of sales professionals. This book contains more practical sales knowledge and how-to information per minute of reading than any other sales book we have ever found and that is why it was included within this program.

Don't be fooled by this book's small size, it is hugely valuable and should be read several times. Before Chapter 1 even begins there is a great list of differences between failed sales professionals and super successful sales professionals on page 20.

CHAPTER 1 KICK YOUR OWN ASS

The title of this chapter pretty much sums up the content, the details of the chapter give you methods for kicking your own ass. Page 40 provides a very motivating list of actions you can take right now to kick start your sales efforts and self-improvement actions.

CHAPTER 2 PREPARE TO WIN

Within this Chapter Gitomer provides a list of 8.5 ways that you can prepare to win, arguing that the more prepared sales professionals is going to come out on top with all things held equal. The good news is that things are never equal, there is always one person who is far more prepared, more focused, and more well trained. You can become that person, by focusing in the instructions provided within this book.

CHAPTER 3 PERSONAL BRANDING IS SALES

Gitomer is a huge fan of personal branding because it has worked so well for him in all types of sales. Know what "Brand Me" is for the examination and try to apply it to your current sales situation.

CHAPTER 4 IT'S ALL ABOUT VALUE

Many people believe selling is all about coming up with a unique selling proposition and then handling objections well. Well those are components of a good sales process, delivering value to the prospect is key. As your field becomes more competitive more prospects will ignore you unless you are adding value in multiple ways through your content, questions, and relationships. Page 66 of the book provides 6.5 good tips on giving value and being valuable.

CHAPTER 5 IT'S NOT WORK IT'S NETWORK

Many people are scared to network just like they are scared to speak in public. The trick is to read this chapter and then get out there and start getting experience in networking. Page 87 within this chapter provides 21.5 of the best places in which you can network so you will never run dry on ideas regardless of your budget.

CHAPTER 6 IF YOU CAN'T GET IN FRONT OF THE REAL DECISION MAKER, YOU SUCK

Many times sales are made but no money is earned because the wrong person has been sold. If you are not selling to someone in charge than you will have to sell all over again and again until you do reach the appropriate professional at your customer's organization. You have to get in front of the real decision maker, often times a President or CEO to sell well. This whole chapter is valuable but page 105 is key to navigating your way to decision makers.

CHAPTER 7 ENGAGE ME AND YOU CAN MAKE ME CONVINC ME MYSELF

To get people to listen to you, you must engage them. What you ask or don't ask will make or break the sale. Page 112 provides some best practices for questioning to improve your success in landing these meetings and page 118 provides the dumbest questions that many sales professionals use every day.

CHAPTER 8 IF YOU CAN MAKE THEM LAUGH, YOU CAN MAKE THEM BUY!

This chapter is about using humor to make sales...don't think you are funny? Neither does your competition, so you can get ahead of them by becoming a student of humor. Page 130 provides you a guide on how to become a student of humor and become more funny while working with your clients.

CHAPTER 9 USE CREATIVITY TO DIFFERENTIATE AND DOMINATE

Creativity can be a powerful way to differentiate yourself because at the core of this concept is your ability to be unique and produce unique resources and tools. If you can master being creative than you can further engage and reach out to your prospects with less effort. Page 138 provides 13.5 tips on becoming more creative.

CHAPTER 10 REDUCE THEIR RISK AND YOU'LL CONVERT SELLING TO BUYING

Whether you are writing a sales letter or presenting your product or solution reducing risk is critical to making a sale. There is a risk in buying any product, so unless you directly address that risk and eliminate it you will have a hard time making the sale. Take away and reverse that risk enough and the person will see the value and believe it is almost silly not to make the purchase.

CHAPTER 11 WHEN YOUR SAY IT ABOUT YOURSELF IT'S BRAGGING. WHEN SOMEONE ELSE SAYS IT ABOUT YOU ITS PROOF

Chapter 11 is about getting testimonials so that your clients will be talking about how great you are to your prospective clients. Marketing messages are far more powerful when they come from a third party which endorses your product or service. It shows that you are not the new kid on the block, that people respect and value your offering, and that someone is willing to put their name behind what you offer. This chapter fits in some tips on how to create valuable videos as well on page 171, this list should be reviewed.

CHAPTER 12 ANTENNAS UP!

One page 177 of this chapter Gitomer provides 6 positive sales senses that you should develop and use to improve your sales. He then continues on to provide 8.5 negative senses that you should try to eliminate to keep yourself from being held back by them. Gitomer also includes a few stories about what Antennas Up really means and how it has changed his life.

CHAPTER 12.5 RESIGN YOUR POSITION AS GENERAL MANAGER OF THE UNIVERSE

This chapter is meant to re-focus you on improving yourself. Forget the news, forget providing advice that is not asked for, forget throwing your opinion into every conversation you can...and instead focus on improving yourself, learning more about yourself, and improving your sales through the methods provided in this book. In short, get out of other people's drama and into your own story of sales success. Page 193 provides some more suggestions on ways in which you can improve your sales abilities.

EXTRA CONTENT:

The final content of the book should help you put some of the lessons contained here into action. Review these for yourself as well as for the examination.

VI. ADVANCED SALES MANAGER CERTIFICATION (ASMC) STRATEGIC PROJECT:

The **Advanced Sales Manager Certification (ASMC)** Program requires participants to complete a Strategic Sales Plan in order to graduate from the program. This plan is worth 100 points and accounts for 50% of the total grade within the program.

As such, non-submission of this strategic plan will result in an automatic failing grade for the (ASMC) program.

Once you have completed this project, please send it and your request to take your desired exam date at least 3 weeks before the scheduled exam date. **To schedule yourself for an exam date**, this project must be received, completed, at least 3 weeks before the exam date. For example, to take the October 10th exam date, this project must be received (as well as a request to take the exam) no later than September 19th.

STRATEGIC PROJECT – ADVANCED SALES MANAGER CERTIFICATION (ASMC)

You have just been hired to help a company, North Star Workshops to improve their sales, and you are going to be put in charge of their two person sales team. This sales team has no training and the company is looking to you to lead this team and increase their total sales each month.

At North Star Workshops you are in charge of conducting sales for is a conference and workshop business. This company offers twelve workshops every year for CEO's of small to medium size businesses within large cities such as New York, Chicago, Boston, Miami, and San Francisco. Revenue has been flat over the past two years at \$1,200,000, and your goal is to double that over the next three years.

Since the last sales manager at North Star left without any warning over a legal dispute you will now be in charge of creating a two page sales plan for this company from scratch. Please write up this sales plan within word document formation and be sure to include at least the following:

1. What are the top 5-7 most important sales principles and rules that you know which you would immediately want to train your sales team with?
2. How would you manage leads?
3. What advanced sales strategies would you employ?
4. What is your BHAG?
5. How would you draw customers in towards you instead of planning to use only cold calling to engage with new customers?

Once completed please submit your strategic project to us at ASMC@BusinessTraining.com

VII. FAQ (FREQUENTLY ASKED QUESTIONS):

Have more questions or need more information?

Please see our consistently updated FAQ (Frequently Asked Questions) section on the BusinessTraining.com website here at <http://BusinessTraining.com/FAQ.html>.

You can also get in touch with the BusinessTraining.com team over email at Team@BusinessTraining.com, by phone at 503.664.0678, and through our ClickAndChat tool, accessible from our homepage: <http://BusinessTraining.com>.

Thanks for joining BusinessTraining.com! Please let us know if you have any questions.

-The BusinessTraining.com Team & G.T.C. Institute

VIII. SAMPLE QUESTION ANSWERS:

1. *B*
2. *B*
3. *B*
4. *C*
5. *A*