



ADVANCED SALES MANAGER CERTIFICATION

SYLLABUS: ADVANCED SALES MANAGER CERTIFICATION (ASMC) – CRN 40242

Program Coordinator: Richard C. Wilson
Exam Dates: 1/10, 4/10, 7/10, 10/10
Email: ASMC@BusinessTraining.com

Time: Self-Paced Program
Location: 100% Online
Twitter: @BusTraining

LEARNING MODULES OF THE ASMC:

1. Sales 101: Terms, Definitions, and the Sales Cycle
2. Competitive analysis, USP, and framing
3. Sales questions
4. Advanced selling strategies, including reversing sales pressure and educational selling

PROGRAM REQUIREMENTS:

Self-Management: The Advanced Sales Manager Certification (ASMC) is a self-study certification program. We greatly want to see you succeed, but your success depends on and directly corresponds to the amount of effort and time you put into learning the material.

Strategic Project completion: The strategic project for the ASMC course is laid out in the study guide. This project is worth 50% of the ASMC grade and must be received completed before you can schedule your examination date.

Time-Management: Being that the ASMC is a self-study program, it is your responsibility to make time to read the required texts, to ask questions as they arise, and to keep in mind your examination date.

Examination: Examinations are offered annually on January 10th, April 10th, July 10th, and October 10th. After registering for the ASMC, you can schedule your examination date by submitting your completed strategic project (aforementioned) and your preferred 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 need to receive your request and completed project no later than December 20th. You can send your completed project and date request to the email address above.

PREREQUISITES: We require one year of work experience before candidates are accepted into the ASMC program.

REQUIRED TEXTS:

1. The Marketer's Bible by Richard Wilson ISBN# 9781460945780 (Chapters 3, 4, 5, 16, 17, 18, 19, 20, 21, 22, 23, and 25). This book is provided to participants. Please inquire after registration.

2. Little Red Book of Selling by Jeffrey Gitomer ISBN# 1885167-60-1

REQUIRED TOOLS: Internet access and an Internet browser with which to take the online exam and to view the program videos. Internet Explorer and Firefox work best, though most browsers should suffice.

ASMC GRADE BREAKDOWN:

Strategic Project: (100 pts) – Instructions provided in the ASMC Study Guide.

Exam: (100 pts)

- 80 multiple choice/true-false questions (80%)
- 2 short-essay questions worth (20%)

*For more information and to register for this self-paced sales training and certification program,
please visit our website at:*

<http://businesstraining.com/Sales-Certification.html>