



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

Program Director: Richard Wilson

Exam Dates: 1st Wednesday of Each New Month

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Time: Self-Paced Program

Location: 100% Online

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LEARNING PLATFORM INCLUDES:

- 29 Video Modules (Download or Stream Online)
- 15 Expert Audio Interviews in Mp3 Format (Download or Stream Online)
- Strategic Project
- Self-Grading Practice Examination (Excel Format)
- 2 Required Readings

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 each month on the 1st Wednesday of each new month. 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 2 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 27th. You can send your completed project and date request to the email address above.

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: (50%) – Instructions provided in the ASMC Study Guide.

Exam: (50%)

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

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