



ADVANCED SALES MANAGER CERTIFICATION

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

Sponsored by the:



Accredited Certification Institute (ACI)

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

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Accredited Certification Institute:

Accredited Certification Institute is the leading online program for specialized niche business certification programs. The team behind Accredited Certification Institute 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.

Accredited Certification Institute is a global training and certification organization that has provided practical industry-specific certification to over 20,000 clients from the United States, Europe, and more than 75 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.

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

Accredited Certification Institute 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 a few 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.

MASTER'S CERTIFICATE PROGRAMS: Accredited Certification Institute is proud to offer several advanced Master's Certificates that require the completion of five programs from Accredited Certification Institute platform.

To learn more about these Master's Certificates and how to earn one, please see our website: <http://certification.com/Masters-Certificate>

I. 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.

II. The Experts interviewed for this sales manager certification include:



BusinessTraining.com platform.

Brian Tracy: Brian is a top 20 most well-known global business speaker and trainer for sales managers and sales career professionals. Brian has spoken in over 80 countries to over 5,000,000 people live. He offers some of the best-selling books in the world on time management, productivity, and business growth. We were honored to have the chance to interview him for our



Dan Waldschmidt: Dan is a self-described sales nerd and well known expert in the industry of sales. Dan likes to push companies past conventional behavior and tries to help his clients see things differently by stopping and thinking about what they are doing. Dan has helped 100's of clients produce huge sales increases and he shares some of his best practices within this expert audio interview.



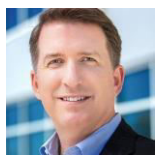
Dave Kurlan: Dave is the CEO of Objective Management Group Inc. He is a top rated speaker and a bestselling author of the book: Baseline Selling. Dave runs a sales development firm assisting companies in all aspects of growing their revenue. He helps people improve their sales systems and infrastructure so they can boost their sales results every year.



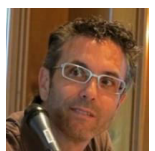
Drew Stevens: Drew is a sales management, growth expert, and CEO of the Stevens Consulting Group. He helps clients connect with their own customers and grow meaningful relationships with them. Through Drew's consulting, workshops, and coaching practices he has helped 100's of clients improve their sales performance. Within this valuable expert audio interview Drew provides \$1,000's worth of sales tips and best practices.



Erik Luhrs: Eric is the creator of the Guru Selling System. He trains sales teams and managers helping them improve their sales and revenue figures. He is an expert on helping professionals and brands develop their persona in the marketplace. Enjoy this expert audio interview from someone who often charges over \$200 an hour for this same type of sales training advice.



Tom Searcy: Tom is a speaker and expert on big account selling. He is also the author and founder of "Hunt Big Sales." Tom provides training programs and products for those companies who are striving to improve their sales. Tom speaks on average 50 times every year to many types of clients and he is one of the nation's leading experts on sales.



Ken Nicholas: Ken is a blogger on a blog called Mind on Media Sales. Ken's entire career has been focused on sales and he now shares his knowledge online through his blog. Most of Ken's experience has been selling within the areas of radio, newspaper, magazines, and digital media as well.



Tibor Shanto: Tibor is a prolific blogger and sales expert who runs Renbor Sales Solutions, Inc. Tibor is the co-author of Shift! "Harness The Trigger Events That Turn Prospects into Customers."



Brad Stafford: Brad Stafford is an expert copywriter with over 7 years of experience in this area. Within this expert audio interview Brad shares the strategies he uses and the insights he has gained by focusing on improving his sales pages and emails over the years.



Jon Farrington: Jon is an author, thought leader, and business coach in the area of sales. His team is run out of London and Paris; he helps his clients assess sales professionals and implement sales best practices within their own business.



Michael McLaughlin: Michael is a sales expert and principle at Mindshare Consulting, LLC. He is a business consultant who focuses on helping professional service firms such as PR professionals, lawyers, or other consultants improve their sales and marketing. He works with medium sized professional service firms for years.



Art Sobczak: Art is a speaker, trainer, and author on sales and cold calling. His business is called Business by Phone; he focuses on helping sales professionals use the phone more effectively while selling.



Kelly Robertson: Kelly is the president of the Robertson Training Group and a speaker and trainer on sales. His group helps sales professionals improve their results, and earn more money through making more sales.



Greta Shulz: Greta is head of Shulz Training; a leading sales training company. Greta has been working in business development and sales for most of her career and she is a nationally recognized figure in the industry. We are honored to have completed this valuable interview with Greta, make sure not to miss this recording.



Mark Hunter: Mark Hunter has over 25 years of experience in customer service, marketing, and sales. He now acts as a sales consultant helping his clients find and retain valuable customers.

He works with small 5-10 person companies as well as Fortune 500 multi-billion dollar corporations so he knows what leads to a valuable combination of sales and customer service.

Advanced Sales Manager Certification (ASMC) Video Modules:

1. Copywriting in Sales
2. Sales Letter Postscripts
3. What is Upselling?
4. Voicemail Templates for Sales Professionals
5. Top 3 Competitors Compared Via Email
6. The Never Ending Power of Free
7. Super Clear Unique Selling Proposition (USP) for Super Sales
8. Subscription Selling Tips
9. How to Write an E-Book?
10. \$10,000 Sales Career Mistakes
11. Personal Improvement for Sales Improvement
12. Sales Objection Judo
13. Lead Management
14. How to Sell Intangibles
15. How to Reverse Sales Pressure?
16. How to Prep for A Big Sales Call
17. Easy Sales
18. Email Marketing Techniques
19. Cross Selling Strategies
20. Sales Funnel Definition
21. Competitive Intelligence
22. Sales Funnel Construction
23. Educational Marketing
24. Creative Sales = \$\$\$
25. Cold Calling Tips for Sales
26. Sales Strategy: How to Beat Your Competition into The Ground
27. Aiming for Wow in Sales
28. The 4 P's of Sales
29. Customer Service as a Sales Vehicle

The **Advanced Sales Manager Certification (ASMC)** program is sponsored by Accredited Certification Institute. 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.

Accredited Certification Institute exams are administered 100% online.

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

IV. 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 Sales Answers by Jeffrey Gitomer ISBN-13: 978-1640950078

V. ASMC EXAM PREPARATION

3. 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 1 point 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

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.

4. 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 that instead of selling the product and the appointment, you sell the service.
 - a) True
 - b) False

2. To improve your humor, Gitomer recommend that 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 that 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 aims to get the prospect to take some action after reading your written word.
 - a) True
 - b) False

FAQ (FREQUENTLY ASKED QUESTIONS):

Have more questions or need more information?

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

You can also get in touch with Accredited Certification Institute team over email at Team@Certification.com, by phone at 305.503.9050, and through our Click And Chat tool, accessible from our homepage: <http://Certification.com>.

Thanks for joining the Accredited Certification Institute. Please let us know if you have any questions.

-Accredited Certification Institute Team

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II. SAMPLE QUESTION ANSWERS:

1. B 2. B 3. B

- 4.C 5.