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

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**Program Director:** Richard Wilson  
**Exam Dates:** Daily  
**Email:** [Team@Certification.com](mailto:Team@Certification.com)  
**Phone:** 305-503-9050

**Time:** Self-Paced Program  
**Location:** 100% Online

### **LEARNING PLATFORM INCLUDES:**

- 29 Video Modules (Download or Stream Online)
- 15 Expert Audio Interviews in Mp3 Format (Download or Stream Online)
- 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 time and effort you put into learning the material, read the required texts and to ask questions when they arise.

### **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 Sales Answers by Jeffrey Gitomer ISBN-13: 978-1640950078

**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:**

*Exam:* (100%)

- 80 multiple choice/true-false questions

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