

CERTIFICATION AT A GLANCE

Relevant, Prestigious Credentials Recognized by the Tourism Sector in Canada



Sales Manager CERTIFICATION

SALES MANAGER

A sales manager is a professional who is responsible for establishing and maintaining client relationships in order to sell the organization's products and/or services. A sales manager may work independently or as part of a team.

This position may also be known as:

- account manager
- sales representative
- sales consultant
- account executive
- outside sales representative
- inside sales representative

DISTRIBUTION OF EXAM QUESTIONS

The Sales Manager exam has 100 questions, and is based on the following breakdown, by Major Category from the occupational standards.

Standards Major Category	Average # of Items
A. Product & Industry Background	25
B. Sales Cycle	40
C. Marketing Planning	12
D. Professionalism	2
E. Communication	15
F. Human Relations	3
G. Office Equipment	3

PERFORMANCE EVALUATION

Consists of two parts:

- a scripted interview completed in person or by telephone.
- a mystery sales call. The identity of the caller will not be revealed.

REQUIRED EXPERIENCE

2 years of qualified sales experience in the tourism industry.

Sales Manager (SAM) 3.0, March 2006

PREREQUISITES

None.

SAMPLE QUESTIONS

- Q1. What action shows that a sales manager respects his/her client's time?
1. Determining if clients can afford a product.
 2. Planning calls and activities by geographic location.
 3. Finalizing contractual agreements as soon as possible.
 4. Discussing and adhering to meeting schedules.
- Q2. What is a guideline for speaking effectively?
1. Research the subject.
 2. Ask closed-ended questions.
 3. Organize ideas and prioritize statements.
 4. Indicate personal feelings about the topic.
- Q3. What is the purpose of qualifying clients?
1. To determine the kind of contract they want.
 2. To sell more effectively.
 3. To judge whether they are co-operative.
 4. To establish their credit rating.
- Q4. What are three tourism sectors?
1. Accommodation, food and beverage, and ecotourism.
 2. Adventure, travel agencies, and events and conferences.
 3. Events and conferences, tourism services, and attractions.
 4. Food and beverage, ecotourism, and attractions.

Answer key: 4,3,2,3

Earning a PROFESSIONAL CREDENTIAL

emerit certification is a professional credential recognized by tourism employers across Canada.

Certification is a demonstration of competency, which means that Certified Professionals meet job standards set by industry.

To become certified, individuals must:

- pass a knowledge exam;
- pass a practical evaluation of performance; and
- have the required experience.

Earning this important credential means that you will be recognized as a leading professional in your industry.

By achieving **emerit** certification you earn the right to display your professional designation on business cards and résumés. As a frontline employee, you are eligible for the Tourism Certified Professional (TCP) designation. As a Supervisor you can achieve the Tourism Certified Supervisor (TCS) designation and as a Manager, you are eligible for the Tourism Certified Manager (TCM) designation.

OPPORTUNITIES AND OPTIONS

emerit certification recognizes training from many programs and takes into account experience and knowledge gained on the job. That means you don't have to start from scratch. You can enter the **emerit** certification process at many points, depending on your current knowledge and experience, allowing you to tailor a program that meets your needs.

Call your local certifying
Organization: 1 800 486-9158

ABOUT THE EXAM

Your Choice

The exams are in a multiple choice format. Exams can be written in either English or French (some exceptions apply), and are available online (scheduled at your convenience) or paper-based (scheduled according to set exam dates).

To arrange an exam date, call your local certifying organization or book it online at www.emerit.ca.

To cancel or change your scheduled exam date, call your local certifying organization. A cancellation fee may apply.

Preparing for the Exam

Exams are based on National Occupational Standards set by industry professionals. Before writing the exam, you should spend time reviewing these standards. Identify your weakest areas or situations that you have not been exposed to, and attempt to gain more knowledge and experience in those areas.

Optional practice exams are available for some occupations at a minimal cost. To inquire about practice exams contact your local certifying organization.

Study Materials

Optional training materials are available for most programs. Developed and tested by tourism sector employees, employers and educators from across Canada, these training materials are based on National Occupational Standards and can help you prepare for Professional Certification.

Find out more about the training materials by contacting your local certification coordinator, or see examples at www.emerit.ca.

The Day of the Exam

The exam is supervised by a proctor. Make sure to bring a piece of photo identification, as the proctor will need it for verification.

The exam will start on time. Individuals that arrive late may be asked to reschedule; arriving late can be disruptive to other candidates.

For written exams you will be given an Examination Booklet with all of the required information. For online exams you will be provided with internet access and a personal login code. If support or reference material is required, it will be supplied.

You will be given ample time to write the exam. (Most candidates will take 2 to 3 hours to write the exam.)

The Exam Passing Mark

Each exam has a unique passing score. This is because exams are built by assembling a random group of questions from a larger bank of questions. Each question has been reviewed and rated by an expert industry committee. Since each exam will be made up of a different mix of questions, the passing score will vary. Typically, the passing score will range between 65% and 85%.

Scoring

All exams are computer scored and verified. Scores within a few points of the passing mark are automatically verified and scored manually for accuracy. Your local certifying organization will contact you with the results.

What if You Do Not Pass?

You may rewrite the exam as often as needed. A rewrite fee may apply.

Candidates have the right to appeal examination scores. Any appeal must be filed in writing within 30 days after receiving the results.

ABOUT THE PERFORMANCE EVALUATION

The performance evaluation is a test of your skill on the job. The test is based on a selected range of skills from the standards, and may be in one of the following forms:

- in-person observation (may be incognito);
- structured interview or simulations;
- case study; or
- portfolio.

The Self-Review or Supervisor Sign-off Checklist will help you prepare for the evaluation. It contains all of the potential skills you may be tested against. Ideally your supervisor will assist you in ranking the skills listed on this checklist. Once you have mastered all of the skills, your supervisor signs this checklist to indicate that you are ready for the formal evaluation.

REQUIRED EXPERIENCE

You will need to supply a record of relevant work experience to show that the requirements are met. Backup records (such as pay stubs or letters from employers) may be requested to verify your experience. This information is supplied to your local certifying organization.

Qualified experience must relate to the skills as defined in the National Occupational Standards.

PREREQUISITES

For some certification programs candidates may be required to meet additional conditions in order to qualify. These conditions usually refer to practices concerning health or safety. For example, candidates may be required to show they have completed a program on basic first aid, gun safety, safe food handling or responsible beverage service.

Documentation that shows evidence of completion of these prerequisites is supplied to your local certifying organization.

emerit certification credentials are awarded to candidates based solely on achieving successful pass results on the certification knowledge and performance examinations and on having met the specified experience criteria and prerequisites. The examinations follow generally accepted testing principles. **emerit** guidelines for certification focus solely on recognizing achievements, knowledge, and skills, rather than on, for example, predicting future job performance. **emerit** certification is voluntary.

