



INTERNATIONAL  
HOTEL SCHOOL

# (CHSP) Certified Hospitality Sales Professional Managerial Designation

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## Who Should apply?

Banquet/catering manager, director of sales, sales manager, and sales coordinator. Fifty percent or more of the duties and responsibilities involve sales of sleeping rooms and/or meeting space to groups or individuals. All areas of hospitality sales are included: room, convention/conference, banquet/ catering, group, etc.

## Prerequisites

Candidates must currently be employed in the hospitality industry. Candidates who are in a qualifying position may apply for certification in one of three ways (see application for additional details):

### PLAN A – Education Emphasis

Minimum two-year degree from an accredited institution and six months of full-time experience in the qualifying position.

### PLAN B – Experience Emphasis

One year of full-time experience in the qualifying position.

### PLAN C – Early Entry

Current full-time employment in the qualifying position and meet the experience requirement in order to earn the Professional Certification designation.

## Program Details

Fee includes: Study Materials, along with practice questions, and Exam. Certificate and lapel pin upon successful completion of the exam.

**Exam:** Exams consists of 100 multiple-choice questions that must be answered within a two-hour time period. All exams are available paper-based or online. It must be successfully completed within one year from date of enrollment into the certification program. If you fail the exam on the first attempt, two retakes are allowed within this one year time frame. Retake fees apply.

**Proctor:** A proctor may be a CHA, a hospitality educator, an AH&LA member association/federation executive, your immediate supervisor, or a member of the clergy.

**Recertification:** Every five years. Recertification fees apply.

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## Managerial Designation



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\*1 YEAR SELF-STUDY \*ONLINE EXAM

Section	Title
1	Markets and Market Segments
1.1	Introduction to Hospitality Marketing and Sales
1.2	The Marketing Plan: The Cornerstone of Sales
1.3	Marketing to Business Travelers
1.4	Marketing to Leisure Travelers
1.5	Marketing to Travel Agents
1.6	Marketing to Meeting Planners
1.7	Marketing to Special Segments
<b>2</b>	<b>Sales Functions</b>
2.1	Managing the Marketing and Sales Office
2.2	Reservations
2.3	Revenue Management
2.4	Personal Sales
2.5	Telephone Sales
2.6	Internal Marketing and Sales
2.7	Marketing Catered Events and Meeting Rooms



\* Review and Assessment Tool is only available for specific certification programmes.



### CONTACT DETAILS

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