



注册饭店高级营销师（CHSP）

The Certified Hospitality Sales Professional (CHSP®) is the most prestigious certification available to all areas of hospitality sales to include the selling of rooms, conventions/conferences, and banquets/catering. It is part of an elite group of hospitality professionals who by combining education and experience with dedication to the industry have achieved a high level of expertise.

Globally recognized, the **CHSP®** is a highly respected professional credential that validates your advanced knowledge in the hospitality industry. It is an honor awarded to lodging professionals whose leadership and managerial abilities are exemplary.

Achieving the CHSP® certification announces that you have a place among the best in your profession, are abreast of current trends and latest hospitality protocols; and serves as leverage in current and future career opportunities.

Prerequisites:

Because individual backgrounds vary widely in the hospitality industry, applicants may pursue the CHSP® designation through one of three options: Plan A emphasizes an education background; Plan B emphasizes industry experience; and Plan C emphasizes early entry. All plans require current full-time employment in the qualifying position* as well as documented evidence of managerial experience and successful completion of a comprehensive examination.

Plan A Eligibility -- Education Emphasis

- At least a 2-year degree from an accredited institution OR successful completion of the Educational Institute's five course Marketing and Sales Management Specialization program.
- Current full-time employment in a CHSP® qualifying position* with at least six months of full-time experience in one or more such positions.

Plan B Eligibility -- Experience Emphasis

- Current employment in a CHSP® qualifying position* with at least one year of full-time experience in one or more such positions.

Plan C Eligibility -- Early Entry



Plan C requires a candidate to hold a qualifying position at the time of application. Plan C does not have an education requirement, but a degree will reduce the length of time you are required to spend in a qualifying position.

Through Plan C you can begin working on your CHSP® designation and demonstrating your commitment to professional development the first day on the job. Plan C enables you to take the CHSP® certification test up to three times so you can gauge your progress and knowledge against an industry proven standard. You no longer need to wait to see if you meet the benchmark of industry quality. You can prove it, and pursue a strong professional development regimen. This plan will allow individuals who are in qualifying positions to pursue their certification even if they are lacking in experience.

A Plan C candidate who is in a qualifying position:

- May sit for the examination BEFORE meeting the experience requirement.
- May take the examination up to 3 times.
- May sit for the examination while in the process of completing a degree.
- Will be required to submit documentation of employment at the time the experience requirement is met.

*Fifty percent or more of your duties and responsibilities involve sales to individuals or groups. All areas of hospitality sales are included: room, convention/conference, banquet/catering, group, etc. Examples include: banquet/catering manager, director of sales, sales manager, sales coordinator, and sales representative.

Exam:

Interested in taking your certification exam? Our high-quality exams are designed to ensure maximum value to our customers, and each has been rigorously tested before release. The Educational Institute offers select certifications exams online.

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

*Please keep in mind that your designated proctor cannot be a relative.

The CHSP® exam consists of 100 multiple-choice questions that must be answered within a two hour time period. All test questions are designed to test the candidate's mastery of various competencies derived from six key areas of knowledge in combination with on-the-job hospitality work experience. The key areas of testing are:

- The Marketing Plan
- Business and Leisure Travelers
- Travel Agents and Meeting Planners



- The Sales Office and Reservations
- Revenue Management
- Personal and Telephone Sales

Candidates must submit an application and meet the necessary prerequisites. All online exams require that examinations be administered under the supervision of a proctor.