



Excellence in **the New Normal**

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CSCP Marketing

It's More Than Wishing

By Howard Forman

Best Practices for Global Supply Chain
and Operations Management



Speaker Biography

Howard Forman is President of PIM Associates Inc., a leading provider of operations and supply chain education and consulting. Howard has over 30 years of experience as a supply chain practitioner, consultant and educator.

Howard is an active member of the Northern New Jersey Chapter of APICS where he is past chapter president. He previously earned his APICS CFPIM, CSCP and CIRM certifications and teaches all APICS courses and numerous tailored operations and supply chain management workshops. He is a frequent speaker at various APICS dinner meetings, seminars, workshops, and conferences. Howard has also spoken on Guerrilla Marketing, DRIP Marketing and Developing a Marketing Plan at various VLW's and APICS region / district meetings.

He is a graduate of Fairleigh Dickinson University with a BS and MBA in Business Management



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Objective

Provide the listener with knowledge and information to better understand how to market APICS CSCP certification products and services to prospects



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Marketing Definition

Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

Source: American Marketing Association



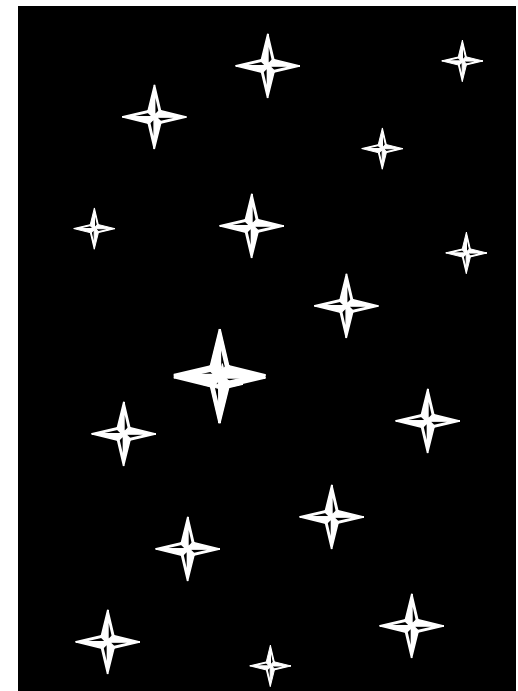
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Traditional Marketing

**Star light star bright,
the first star I see tonight,
I wish I may, I wish I might,
I wish to have
CSCP students
for my class tonight.**



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APICS
The Association for
Operations Management®

Does CSCP Have Value?

Does APICS CSCP have value?

Standup if you think earning APICS CSCP has value



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Exercise – Prospect id.

Turn to the person next to you

He / she is a potential CSCP prospect

You have 60 seconds to convince that person to want to learn more about earning APICS CSCP certification



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Exercise – Results

- **Introduce them self and ask for your name**
- **Give you their business card and ask for yours**
- **Explain the CSCP certification program**
- **State the value and benefits of earning CSCP**
- **Promise to send you CSCP information**



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Exercise –CSCP value

List at least five reasons why you think APICS CSCP certification has value?

1. _____
2. _____
3. _____
4. _____
5. _____

6. _____
7. _____
8. _____
9. _____
10. _____



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Exercise – Value Reasons

1. Find or keep a job
2. Make more money
3. Gain peer recognition
4. Prepare for the future
5. Meet job requirements
6. Become more employable
7. Improve work performance
8. Gain networking opportunities
9. Increase efficiency and productivity
10. Learn best practices and gain new ideas



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Exercise

List at least five reasons why a person might say that APICS CSCP certification has no value?

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____



Exercise – no value

1. Cost
2. No ROI
3. Don't need it
4. I'm unemployed
5. Already certified
6. No time / too busy
7. Family commitments
8. I'm no longer in P&IC
9. Its only for manufacturing
10. Company won't pay for my class



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Exercise – No Value

Note Page Only



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Storytelling

**To Successfully
Market CSCP
You Need
To Tell A Story**



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A CSCP Success Story

**A short time ago,
in an APICS chapter,
not far away,
a supply chain professional,
earned APICS CSCP certification.
Opportunity knocked.
Closed doors opened.
Money was offered.
A promotion was obtained.
Success was achieved.
All because of CSCP.**



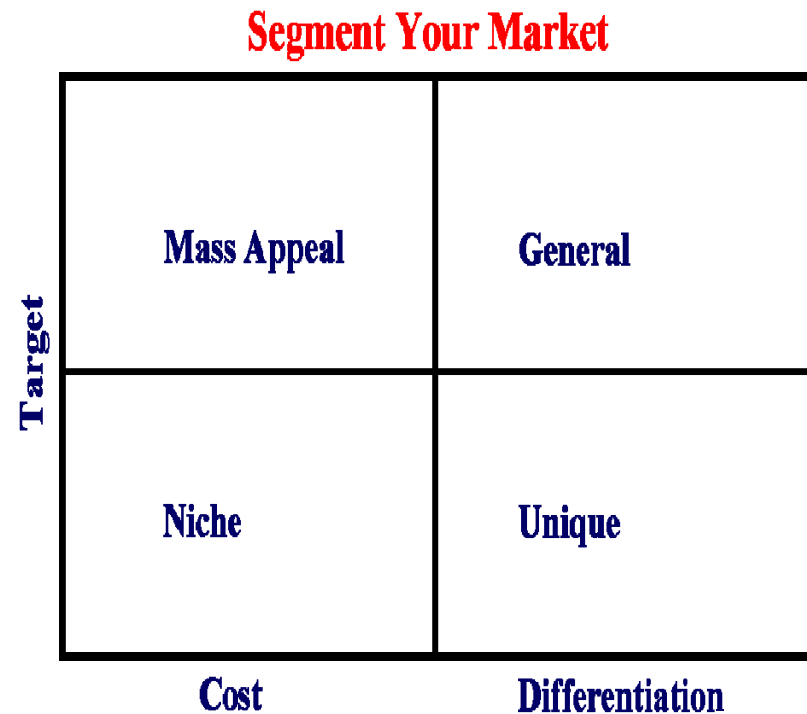
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Chapter Marketing Steps

1. Strategy
2. Marketing plan
3. Metrics
4. Differentiate
5. Prospects
6. Six C's
7. Motivate
8. Metamorphosis



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Competition

**Don't Be Concerned
with Competing Against
Active (Distance) Learning,
APICS HQ Classes,
Other Chapters or Consultants**



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Chapter Differentiators

1. Bundle rate
2. Flexible scheduling
3. Enhanced courseware
4. Class room interaction
5. Recognize CSCP students
6. Live instructor-led classes
7. Provide extra CSCP tutorials
8. Guarantee students passing CSCP
9. Lend CSCP reference materials
10. Network and employment opportunities



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Exercise – CSCP Tools

List at least five tools / methods your chapter uses to market CSCP?

1. _____
2. _____
3. _____
4. _____
5. _____

6. _____
7. _____
8. _____
9. _____
10. _____



CSCP Tools / Methods

1. ***APICS CSCP leads***
2. ***Brochures / flyers***
3. ***Bulletin boards***
4. **Chapter collaboration**
5. ***Company coordinators***
6. ***Course listings***
7. ***Education catalog***
8. **E-mail announcements**
9. ***E-newsletters***
10. **Events schedules**



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CSCP Tools / Methods

11. Guerrilla marketing
12. Joint relationships
13. LinkedIn
14. Mail CSCP literature
15. *New member package*
16. *Newsletters*
17. PDM announcements
18. *Post cards*
19. Press releases
20. Segment marketing



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CSCP Tools / Methods

21. Signs
22. Take-one-box
23. Telephone calls
24. Testimonials
25. Tutorials
26. Trade shows
27. Website calendars
28. Website promotion
29. WIA funding
30. Word-of-mouth



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Marketing Literature

- **CSCP Eligibility Form**
- **2010 APICS Resources Catalog (#01041)**
- **CSCP Certification Bulletin (# 09056V2010)**
- **Empower Yourself with Knowledge (#82034 4/08)**
- **APICS CSCP 2010 – Implement Fresh Ideas and Best Practices in Supply Chain Management (# 04036)**
- **Gain a Competitive Advantage with the APICS CSCP Program (#09002)**



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CSCP C-Box Toolkit

- **Poster**
- **Fact sheet**
- **Web titles**
- **Banner ad**
- **Brochures**
- **Full page ad**
- **Case studies**
- **Certification bulletin**
- **PowerPoint introduction**
- **Certification maintenance bulletin**



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EduNetCentral.com

- **Success stories**
- **Marketing copy**
- **Target audiences**
- **Marketing toolkit**
- **Sample marketing**



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Getting Started Toolkit

The APICS Certified Supply Chain Professional (CSCP) designation will help you gain supply chain management skills and knowledge to face the challenges of today's global marketplace and improve your company's profitability.

APICS wants to help you get started. Use these tools to talk to your supervisor about the APICS CSCP program and chart your course. You can achieve the APICS CSCP designation this year. Get started today!

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CSCP Certification Roadmap
Step-by-step information on what you need to accomplish to earn the APICS CSCP designation

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Step-by-step information on what you need to accomplish to earn the APICS CSCP designation

The APICS CSCP Learning System
A comprehensive overview of the four modules of the APICS CSCP program, detailing the topics covered in each.

Value of Certification Information Sheet
Demonstrates the benefits of the APICS CSCP program to your company and provides program details

CSCP Success Story
Find out how the APICS CSCP program helped recharge a supply chain career
[More success stories](#)

Getting Started Email/Discussion Template
Adapt this Word document to help you discuss your supply chain training with your supervisor

Started Discussion Template
This Word document to help you discuss your supply chain training with your supervisor

[Getting Started Toolkit and More Success Stories, International Paper Size \(A4\)](#)

[Getting Started Toolkit and More Success Stories, International Paper Size \(A4\)](#)

Website Marketing

1. **Class information and schedule**
2. **Value of your chapter CSCP instructor-led class**
3. **Chapter CSCP differentiators**
4. **CSCP testimonials and pictures**
5. **Class registration forms**
6. **CSCP eligibility forms and brochures**
7. **CSCP promotions (not discounts)**
8. **LinkedIn notices**



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Website Promotions

LEHIGH UNIVERSITY

A business-engineering joint research center at Lehigh University

CENTER FOR
CVCR
VALUE CHAIN RESEARCH

Home Research Education People Publications Membership News Contact

Symposiums Prof. Dev't Seminars APICS Cert. Training On-Site Seminars Exec. Roundtables

APICS CSCP CERTIFICATION TRAINING

Earning an [APICS](#) (the Association for Operations Management) certification can transform a practitioner from a qualified candidate to a sought-after expert. The CVCR offers supply chain practitioners the opportunity to earn an APICS Certified Supply Chain Professional (CSCP) certification. The APICS CSCP brings a company's entire value chain into perspective. By gaining a truly end-to-end view of the supply chain, certified CSCPs don't just become leading supply chain professionals within their organizations' walls—they become global experts. From manufacturing to service, in business and consumer markets, the increasingly important role of effective supply chain management affects all organizations. Customer



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Website Story Telling

Do you have industry knowledge and credentials that set you apart from other supply chain professionals? Why not prepare yourself for your future? Earning your APICS Certified Supply Chain Professional (CSCP) certification can differentiate you from the crowded field.



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Final CSCP Thoughts

1. Rule of 29
2. CSCP pipeline
3. Mailing list maintenance
4. Promote CSCP value, not price
5. The most important activities
 - Think marketing
 - ASK the prospect
 - Communicate, communicate, communicate

Last Name	First Name	Company	e-mail	Phone #	Address	State	Date Contacted	Status



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Objective

Provide the listener with knowledge and information to better understand how to market APICS CSCP certification products and services to prospects



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Questions?

Please fill out your evaluation sheets

Contact

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