

The Certified Culinary Sales Professionals Program



*Turn Your Sales
Team into Valued
Consultants*

www.ciaprochef.com

DO YOU WANT YOUR SALES TEAM TO:

- Instill superior confidence and loyalty in your customers?
- Ask customers and clients the right questions to assess their needs?
- Fully understand the language and the pace of the kitchen?
- Position your company as *the* source for expert solutions in foodservice manufacturing or distribution?

THEN OUR CERTIFIED CULINARY SALES PROFESSIONALS PROGRAM IS FOR YOU!

THE CERTIFIED CULINARY SALES PROFESSIONALS PROGRAM

The Culinary Institute of America (CIA) is proud to present the Certified Culinary Sales Professionals (CCSP) program. Through hands-on work, valuable trailing experiences, and distance learning, your sales team will be immersed in all things culinary. The four-month program will take them beyond just selling. They'll learn to find menu solutions, understand labor and sanitation issues, suggest the right products for the customer's needs—and many more issues that companies often pay specialized consultants to explore! Wouldn't it be great if customers viewed *your* sales professionals as their most valued consultants?

Make it happen by sending your team to CCSP.

It's the ideal way to differentiate your company from competitors by leading the industry with this new standard for culinary sales. Your team will gain insights into the culinary and foodservice worlds. The ensuing relationships they'll cultivate with chefs, chef-operators, and culinary purchasers will not only boost your bottom line, but that of your happy customers as well.



PROGRAM COMPONENTS

Orientation

A two- to three-hour conference call that prepares sales professionals for the CCSP distance learning activities, trailing experience, case study, and final presentation. The orientation provides information about the philosophy and structure of the program and the goals, processes, and procedures of the course.

Distance Learning I

Independent reading, research, and testing, with Internet-based group discussions. This first session includes four modules: **Food and Kitchen Safety**, **Equipment Identification**, and **Culinary Fundamentals I and II**.

Distance Learning II

More independent readings, research, and testing, with Internet-based group discussions, this time focusing on **Product Identification**, **Food Purchasing**, and **Menu Analysis**.

Trailing Experience

An opportunity to “shadow” a chef or other culinary professional to learn the realities of a culinarian’s daily schedule, the rhythm and flow of the kitchen, and the demands of a culinary operation. This exercise fosters an atmosphere of mutual respect and admiration between sales professionals and culinarians.

On-campus Experience

Three days at the CIA’s Hyde Park, NY campus, where your sales team will be tested on the knowledge they acquired during the distance learning courses and will apply those new skills and techniques in a commercial kitchen.

They’ll enjoy lectures by CIA chef-instructors on cooking fundamentals, culinary culture, kitchen realities, and ways of partnering with chefs. They will also participate in hands-on exercises and prepare food in commercial kitchens, learning how to:

- Select ingredients
- Use commercial equipment
- Prepare meals on time
- Present food attractively
- Taste and analyze the results
- Make the connection between this cooking experience and those of your clients

“We wanted to help our employees better understand our customers, and the CCSP program was the perfect solution. My sales team has been so excited since arriving at the CIA. They thought it was going to be just another training course. But they’ve all told me that it’s been very challenging and well worth it. That’s unusual for a sales team to say.”

—Arnie Stone, Vice President, Marketing
Cargill, Incorporated

CERTIFICATION

Upon successful completion of the program, participants will be recognized by The Culinary Institute of America as **Certified Culinary Sales Professionals** and will be entitled to use the initials C.C.S.P. after their names. They’ll also be awarded a Certificate of Accomplishment for the program.



Case Study and Final Presentation

Throughout the program, sales professionals will work on a case study, which involves identifying and describing a client, clarifying goals for that client, working together, and reporting on the progress of that work. This exercise provides the chance to apply the information gained during CCSP by working with an individual account.

In the last component of CCSP, participants will apply their strategies and knowledge for increasing business and describe their findings in a case study presentation to a panel of CIA faculty and fellow classmates. The final presentation helps to review what was learned over the four months of the program and understand how those new insights have helped make a difference with clients.

ENROLL TODAY!

Space in the **Certified Culinary Sales Professionals** program is limited, so take advantage of this exciting opportunity right away.

For more information on the CIA’s **Certified Culinary Sales Professionals** program, and for upcoming dates, please contact CCSP Account Services Coordinator Lorrie Hafner via phone at 845-451-1669 or e-mail at l_hafner@culinary.edu.

Tuition for CCSP

Corporate rate: \$2,500 per person for a group of 12–16 participants
Individual rate: \$3,000 per person

CERTIFIED CULINARY SALES PROFESSIONALS PROGRAM REGISTRATION FORM

In advance of the program, you will receive a confirmation letter that will provide further details. Upon completion of the program, participants will be awarded a Certificate of Accomplishment.

TO REGISTER: Call 845-451-1669 or fax your completed registration form to 845-451-1066. You may also mail your completed registration form to: Continuing Education Department, The Culinary Institute of America, 1946 Campus Drive, Hyde Park, NY 12538-1499. Attn: Lorrie Hafner

CANCELLATION FEE: Up to 45 days in advance of the program, we will accept a program cancellation and refund all but a \$100 administrative processing fee. Unfortunately, there is no refund after 45 days before the start date of a program.

Name (Last, First, Middle) _____

Mailing Address _____

City _____ State _____ Zip Code _____

Country _____

Home Phone _____ Social Security Number _____

Present Employer _____

Present Position/Years in Present Position _____

Employer’s Address _____

City _____ State _____ Zip Code _____

Country _____

E-mail Address _____ Daytime Fax Number _____

Please send updates about the CIA to my e-mail address.

Program Applying for: _____
(call 845-451-1669 for dates)

PAYMENT INFORMATION

of People _____ Total Tuition \$ _____
See tuition rates at left.

Check enclosed (payable to The Culinary Institute of America)

Charge to the following credit card:

American Express MasterCard

Visa Discover

□ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □

Cardholder’s Name (Please print) _____

Signature _____

Exp. Date _____



MAKE THE FIRST MOVE—
ENROLL NOW!

845-451-1669
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