

# CMTSE, YOU'VE EARNED IT... PROMOTE IT!



## Your CMTSE credential is among your most valuable marketing tools.



The CMTSE Marketing Kit is designed to enhance your sales efforts and promote industry-wide recognition of your significant CMTSE achievement.

You can begin today integrating information about your CMTSE experience throughout your organization's marketing avenues and via other media and opportunities using the PR tips provided below.



### External PR Tips

- Include the CMTSE designation on your company name badge.
- Update your LinkedIn listing to include your CMTSE certification.
- Send the enclosed press release on your company letterhead to your customers advising them of your certification.
- Tell customers your company has CMTSE expertise on staff with its recorded "on-hold" or "before and after-hours" telephone messages. Remind customers of your CMTSE expertise and that you are a qualified sales professional during meetings, open houses, presentations, lunches, shows - regularly during all contacts.
- Update your company website to include a list of your CMTSEs on staff.
- Conclude PowerPoint presentations with "prepared by (your name) CMTSE" and the CMTSE logo.
- Train your receptionist to ask, "which CMTSE are you working with?" Then prepare her to educate your customers by having her learn the Value message.
- Display CMTSE information in hospitality suites and distribute it during site visits and shows.



### Internal PR Tips

- Promote the CMTSE program at internal sales meetings and challenge your colleagues to achieve the credential.
- Update your company videos, CDs and brochures by listing staff CMTSEs.
- Include banners/displays in your showroom promoting CMTSE expertise - and recognize those on your staff who have achieved the credential.
- Wear your CMTSE lapel pin every day and the CMTSE ribbon at open houses and events. Remember, you've Earned it... Promote It!
- Provide presentations at related industry organization meetings about the CMTSE program and the professional value of your CMTSE credential.

Let us hear from you by sharing your accomplishments as a CMTSE. We will highlight those at CMTSE.org and space permitting in our monthly publication, AMTNews, distributed to over 2,500 members and contacts. Email: [cmora@AMTOnline.org](mailto:cmora@AMTOnline.org)

## You are the most important component in successfully marketing your CMTSE credential.

Earning the CMTSE designation is much more than successful completion of the exam - it marks the beginning of your lifelong commitment to professional development and sales excellence.