



# Certification Programs Application Form

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Business Telephone: \_\_\_\_\_ Business Fax: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Home Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Home Telephone: \_\_\_\_\_ Personal E-mail: \_\_\_\_\_

Name as it is to appear on your certificate: \_\_\_\_\_  
(print name)

**I am applying for:**

- Associate Service Executive© (ASE)
- Certified Service Executive© (CSE)
- Certified Service Manager© (CSM)
- CSE© or CSM© re-certification
- Lifetime CSE© (LCSE) re-certification
- Lifetime CSM© (LCSM) re-certification

**Minimum point requirements:**

- 36
- 75
- 50
- 36 (in past three years)
- 36 (in past three years)
- 36 (in past three years)

**ASE or CSM Designation**

Application Fees (non-refundable)\*: \$50 NASM member / \$100 non-member  
 Certification Fees: \$250 NASM member / \$500 non-member  
 Re-certification Fees: \$150 NASM member / \$225 non-member (no application fee required)

**LCSM Designation** \$150 NASM member / \$225 non-member (no application fee required)

**CSE Designation**

Application Fees (non-refundable)\*: \$100 NASM member / \$200 non-member  
 Certification Fees: \$300 NASM member / \$600 non-member  
 Re-certification Fees: \$200 NASM member / \$300 non-member (no application fee required)

**LCSE Designation** \$200 NASM member / \$300 non-member (no application fee required)

\* To be sent in with application

**VERIFICATION DATA**

I have attached all details necessary to verify my eligibility for all points I have claimed. (For example, name and location of college and dates attended (transcripts required); title and copy of each published article, name of journal and date; dates and titles of conferences attended; etc.) For my points claimed under professional experience, I have provided a brief employment history with job descriptions or attached my resume.  
*Note: If you are in a capacity other than a "National" Service Manager; you must attach a letter of recommendation from a senior-level manager in your company.*

Total Points \_\_\_\_\_ (from activity worksheet)

Signature \_\_\_\_\_ Date \_\_\_\_\_

Payment:  Check or Money Order Payable to: National Association of Service Managers

- Credit Card \_\_\_\_\_  
(Visa or MasterCard)
- Account Number \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_
- Expiration Date \_\_\_\_ / \_\_\_\_ Security Code (3-digit) \_\_\_\_
- Signature (required) \_\_\_\_\_

**Submit to:** Certification Board  
 National Association of  
 Service Managers  
 P.O. Box 250796  
 Milwaukee, WI 53225



**Certification Programs Application Form**  
**Page 2**

Name: \_\_\_\_\_ Date: \_\_\_\_\_

**Certified Service Executive© – CSE:**

<u>Activity</u>	<u>Claimed Points</u>
35.0 ASE designation (for CSE application only)	_____
10.0 “National” Service Manager (or position with equivalent service leadership responsibility) – Per year (limit of 50 points combined with item below)*	_____
7.5 Variety of supervisory and managerial positions in service management or product support operations per year (limit of 50 points combined with item above)*	_____
1.5 Member of NASM (each year)	_____
3.5 NASM Chapter Officer (each year)	_____
4.0 NASM Board of Directors (each year)	_____
2.5 Attending NASM National conference or related service conferences	_____
1.0 Attending pre-/post-conference workshop	_____
5.0 NASM Service Management Institute <sup>SM</sup>	_____
4.0 Each half-day session – speaker at NASM Service Management Institute <sup>SM</sup> , NASM National Conference or seminar related to service management (NASM-recognized)	_____
3.5 Each published article on service management	_____
3.5 Chapter officer, national board or committee member for another industry-related organization	_____
1.5 Each Continuing Education Unit credit related to service management, not claimed elsewhere in this table (limit 30 points)	_____
2.0 Each completed full-time semester of college (limit 8 points), transcripts required	_____

TOTAL POINTS FOR ALL ACTIVITIES:

- \* Not to exceed 50 points in total work experience for CSE
- \* Not to exceed 30 new points in total work experience for re-certification, LCSE

**National Association of Service Managers**  
**P.O. Box 250796**  
**Milwaukee, WI 53225**



**Certification Programs Application Form**  
**Page 3**

Name: \_\_\_\_\_ Date: \_\_\_\_\_

**Certified Service Manager© – CSM:**

<u>Activity</u>	<u>Claimed Points</u>
10.0 Service Manager (or position with equivalent service leadership responsibility) – Per year (limit of 50 points combined with item below)	_____
7.6 Variety of supervisory and managerial positions in service management or product support operations per year (limit of 50 points combined with item above)	_____
1.5 Member of NASM (each year)	_____
3.5 NASM Chapter Officer (each year)	_____
4.0 NASM Board of Directors (each year)	_____
2.5 Attending NASM National conference or related service conferences	_____
1.0 Attending pre-/post-conference workshop	_____
5.0 NASM Service Management Institute <sup>SM</sup>	_____
5.0 Each half-day session – speaker at NASM Service Management Institute <sup>SM</sup> , NASM National Conference or seminar related to service management (NASM-recognized)	_____
3.5 Each published article on service management	_____
3.5 Chapter officer, national board or committee member for another industry-related organization	_____
1.6 Each Continuing Education Unit credit related to service management, not claimed elsewhere in this table (limit 30 points)	_____
2.0 Each completed full-time semester of college (limit 8 points), transcripts required	_____
 TOTAL POINTS FOR ALL ACTIVITIES:	 _____

**National Association of Service Managers**  
**P.O. Box 250796**  
**Milwaukee, WI 53225**



**Certification Programs Application Form**  
**Page 4**

Name: \_\_\_\_\_ Date: \_\_\_\_\_

**Re-Certified Service Manager©:**

<u>Activity</u>	<u>Claimed Points</u>
5.0 Service Manager (or position with equivalent service leadership responsibility) – Per year (limit of 15 points)	_____
1.5 Member of NASM (each year) (limit 4.5 points)	_____
5.0 Attending NASM National conference or related service meetings (limit 15 points)	_____
1.5 Each Continuing Education Unit credit related to service management, 5 points / 1 CEU (limit 15 points)	_____
5.0 Continuing Education, 5 points / 1 CEU (limit 15 points)	_____
3.0 Evening courses at accredited college without completion of a degree, 3 points / credit	_____
12.0 Attain an Associate or 4-year degree during the 3 years	_____
5.0 Completion of an online course, 5 points / CEU (1 CEU = 10 hours class time)	_____
<b>TOTAL POINTS FOR ALL ACTIVITIES:</b>	_____

**National Association of Service Managers**  
**P.O. Box 250796**  
**Milwaukee, WI 53225**