



# **Certified Service Management programs**

**The National Association of Service Managers is an organization that provides networking, educational opportunities, professional development, and recognition of product service and support managers.**

**NASM certification— Your key to service management success!**

# F.A.Q.

## Frequently Asked Questions

### How will certification help me?

Certified Service Executive (CSE) and Certified Service Manager (CSM) designations distinguish their bearers as qualified service executives whose professional accomplishments merit recognition by their peers and the business community at large. Some companies also use NASM certification as a prerequisite for hiring Service Managers and as a basis for salary increases and promotion. In addition, the programs will increase your knowledge of the industry's best practices.

### What are the application requirements?

Applicants are required to obtain a minimum number of points from various service-related activities. The tables contained within list all activities accepted and their point values. The CSE designation requires 75 qualifying points, and the CSM designation requires 50 qualifying points. Points are earned through documented experience in the service profession, education, and service to the profession. Supporting documentation is required for verification of employment, education, and conference attendance.

### How do I study for the examination?

To study for the CSE certification exam, applicants will find helpful books and other resources available at [www.nasm.com](http://www.nasm.com). Some core principles discussed in the study guide for the CSM exam, *Aftermarket Management for Distributors and Dealers*, will also help an applicant succeed on the CSE exam. To prepare for the CSM certification exam, self-study using Jack Huffman's *Aftermarket Management for Distributors and Dealers* study manual, available through the Service Management Institute<sup>SM</sup>. The manual is reinforced by online quizzes after each section, which can be accessed through the NASM Learning Management System.

### How do I become certified?

Just meet the qualifying point requirements based on set criteria (see the tables on pages 6 and 7), submit your application with the fee, and upon approval, complete the written examination (taken online) with a passing score of at least 70%. Certification designation is granted entirely on merit without regard to race, sex, or national origin.

### What special levels of certification are available?

The Associate Service Executive (ASE) designation is designed for individuals getting started in the service profession. The Lifetime Certified Service Executive (LCSE) and Lifetime Certified Service Manager (LCSM) certifications are designed for those who provide leadership and mentoring within their organizations due to their longer tenure and greater experience.

### How long is the period of time for which I will be certified?

The ASE credential is granted for seven years. By the end of the seventh year, the ASE must accumulate enough points to advance to the CSE level. The CSE and CSM credentials are each granted for three years, and an individual must be recertified at the end of the third year to maintain the designation. The LCSE and LCSM designations are granted permanently.

### How do I take the examination?

Both CSE and CSM examinations are taken online through the NASM Learning Management System. The exam consists of 200 multiple-choice and true/false questions, selected randomly from a large pool of questions. A minimum score of 70% is required to pass the exam. The test is broad enough to permit the applicant to demonstrate his/her expertise without being penalized for lack of experience in any specific area of service management.

### What is the price schedule?

Certification application fees range from \$50 to \$200. Certification fees range from \$250 to \$600, and recertification/lifetime certification fees range from \$150 to \$300. Prices are dependent on whether or not you are a NASM member.

# Certification

NASM certification recognizes individuals who accomplish a prescribed level of competence in the Service Management field. NASM offers the only certification program for service executives worldwide. The certification program was created to:

- Raise professional standards and improve the practice of service management.
- Identify individuals with commendable knowledge of the principles and practices of product service management and related disciplines.
- Encourage all service managers to strive for higher levels of professional development through continued education, participation in professional activities and contributions to the field.

## Certified Service Manager® (CSM)

The Certified Service Manager (CSM) credential was introduced in 2009 to address specific education and certification requirements for service managers at dealer and distributor locations that provide numerous and complex service-related capabilities directly to customers. The CSM designation distinguishes its bearers as qualified service executives whose professional accomplishments merit recognition by their peers and the business community at large.

The CSM designation is granted for three years. To obtain the CSM designation, the following points and requirements must be met:

- Complete and submit the application with the designated fee to NASM;
- Successfully obtain a minimum of 50 points as outlined on the application;
- Successfully complete the certification exam with a minimum score of 70%;
- Applicant must be recertified at the end of three years to maintain the CSM designation.

## Recertifying as a Certified Service Manager® — “RCSM” Designation

The applicant must be recertified at the end of three years to maintain the CSM designation. To be recertified as a CSM the following points and requirements must be met:

- Complete and submit the application with the designated fee to NASM;
- Successfully obtain a minimum of 36 new points in the past three years as outlined on the application.

## Lifetime Certified Service Manager® — “LCSM” Designation

The LCSM designation is held permanently and does not need to be recertified. To be certified as an LCSM, the following points and requirements must be met:

- Complete and submit the application with the designated fee to NASM;
- Successfully hold and maintain the CSM designation for the past six years;
- Successfully obtain a minimum of 36 new points in the past three years as outlined on the application.

## Qualifying Points

The Qualifying Point Tables on pages 6 and 7 list all the activities accepted and their point values for each year. These points are based on an individual’s accomplishments during the designated period only and cannot include activities or education prior to that time.

## Written Examination

Jack Huffman has developed a study manual entitled *Aftermarket Management for Distributors and Dealers* for aftermarket managers preparing to take the CSM certification exam. The curriculum offers an education and path toward professional certification. An online module covers each section of the study guide, and an apprentice can take quizzes after each section at his or her leisure while referencing the study manual. The CSM certification examination questions parallel the quiz questions. Therefore, completion of all 53 chapters will provide the education focus necessary for an aftermarket apprentice to pass the certification exam. Please see page 5 for the curriculum outline. A minimum score of 70% is required to pass the exam, which consists of 200 multiple-choice and true/false questions. The test is broad enough to permit the applicant to demonstrate his/her expertise without being penalized for lack of experience in any specific area of service management.

## **Certified Service Executive® (CSE)**

The Certified Service Executive (CSE) credential recognizes the experiential knowledge, skills, and demonstrated performance in service and support functions within operating companies. The CSE designation distinguishes its bearers as qualified service executives whose professional accomplishments merit recognition by their peers and the business community at large.

### **Associate Service Executive® — “ASE” Designation**

The ASE designation is granted for seven years. To obtain the ASE designation, the following points and requirements must be met:

- Work history in product service as a supervisor and/or manager in product support operations such as training, parts distribution, or technical support;
- Complete and submit the application with the designated fee to NASM;
- Successfully obtain a minimum of 36 points as outlined on the application;
- Successfully complete the certification exam with a minimum score of 70%.

By the end of the seventh year, the ASE must accumulate 75 new points to advance to the CSE level. Those not advancing to the CSE level will lose the ASE designation.

### **Certified Service Executive® — “CSE” Designation**

The CSE designation is granted for three years. To obtain the CSE designation, the following points and requirements must be met:

- Complete and submit the application with the designated fee to NASM;
- Successfully obtain a minimum of 75 points as outlined on the application;
- Successfully complete the certification exam with a minimum score of 70%, or have successfully obtained the ASE designation within seven (7) years prior to this application;
- Applicant must be recertified at the end of three years to maintain the CSE designation.

By the end of the third year, the CSE must accumulate 36 new points in order to be recertified for another three-year period. Those not meeting the new point requirements will lose the CSE designation.

### **Recertifying as a Certified Service Executive® — “RCSE” Designation**

The applicant must be recertified at the end of three years to maintain the CSE designation. To be recertified as a CSE the following points and requirements must be met:

- Complete and submit the application with the designated fee to NASM;
- Successfully obtain a minimum of 36 new points in the past three years as outlined on the application.

### **Lifetime Certified Service Executive® — “LCSE” Designation**

The LCSE designation is held permanently and does not need to be recertified. To be certified as an LCSE, the following points and requirements must be met:

- Complete and submit the application with the designated fee to NASM;
- Successfully hold and maintain the CSE designation for the past six years;
- Successfully obtain a minimum of 36 new points in the past three years, as outlined on the application.

## **Qualifying Points**

The Qualifying Point Tables on pages 6 and 7 list all the activities accepted and their point values for each year. These points are based on an individual’s accomplishments during the designated period only and cannot include activities or education prior to that time.

## **Written Examination**

A minimum score of 70% is required to pass the exam, which consists of 200 multiple-choice and true/false questions. The test is broad enough to permit the applicant to demonstrate his/her expertise without being penalized for lack of experience in any specific area of service management.

# CSM Curriculum Outline

Introduction

Owners & General Managers

New to Aftermarket Management?

Preparing for the Move to Management?

## Section I: General Management Managing Yourself

Chapter 1 Time Management: Begin by Discovering More Time

Chapter 2 Managerial Communications

Chapter 3 Your Development and Job Satisfaction

### Management 101

Chapter 4 Planning for Success

Chapter 5 General Performance Metrics

Chapter 6 Graphing & Statistical Analysis

Chapter 7 Making High Quality Decisions

Chapter 8 Solving Problems Forever

Chapter 9 Applying Technology to Product Support

### The People Component

Chapter 10 Human Capital

Chapter 11 Staffing: Locating & Selecting Great Employees

Chapter 12 Exempt versus Non-Exempt Staff

Chapter 13 Employee Satisfaction & Retention

Chapter 14 Setting Employee Performance Standards & Goals

Chapter 15 Appraising Employee Performance

Chapter 16 Building Trust

Chapter 17 Employee Education, Training & Development

Chapter 18 Productive Meetings

### Leadership

Chapter 19 Management versus Leadership

Chapter 20 Understanding Why People Behave the Way They Do

Chapter 21 Forming & Deploying Your Mission, Values, and Vision

Chapter 22 Change Management & Leading Change

Chapter 23 Setting Clear Expectations for Conduct & Results

Chapter 24 Coaching for Higher Levels of Performance

Chapter 25 Delegation, Involvement & Empowerment

Chapter 26 Effective Work Teams & Meetings

### Employee Motivation

Chapter 27 Motivation Strategies, Tactics & Actions

Chapter 28 Employee Recognition, Rewards & Celebrations

## Finance and Accounting

Chapter 29 Understand the Numbers: Accounting & Finance Basics

Chapter 30 Aftermarket Groups as Profit Centers

Chapter 31 Budgeting

Chapter 32 Pricing Your Aftermarket Goods & Services

Chapter 33 Financial Responsibilities & Controls

## Section II: Functional Management Aftermarket Products and Groups

Chapter 34 Aftermarket Products

Chapter 35 Product Support Group Organization & Metrics

Chapter 36 Shop Service

Chapter 37 Field Service

Chapter 38 Customer Service & Support

Chapter 39 Service Parts

Chapter 40 Warranties & Warranty Administration

Chapter 41 Working with the Manufacturer You Represent

Chapter 42 Product Safety & Service Liability Exposure

### Marketing Aftermarket Products

Chapter 43 Marketing Principles & Strategies

Chapter 44 Value Added Service & Support

Chapter 45 Developing Aftermarket Products

Chapter 46 Promoting Aftermarket Products

Chapter 47 Selling Aftermarket Products

Chapter 48 Sales-Service Partnership

### Customer Focus and Satisfaction

Chapter 49 Customer Orientation

Chapter 50 Understanding Customer Satisfaction & Dissatisfaction

Chapter 51 Corrective Service Cycle

Chapter 52 Customer Satisfaction Surveys

Chapter 53 Customer Satisfaction Strategies

Chapter 54 Dealing with Dissatisfied Customers

Chapter 55 Customer Relationship Management & Retention

Appendix

Product and Unit Life Cycles

Creating a Simple Excel® Spreadsheet

The Fallacy of Multitasking

Glossary of Terms Relating to Aftermarket Functions

Accounting Terms Managers Should Know

Recommended Reading List

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## Qualifying Point Tables

<b>Certified Service Executive (CSE)</b> <b>75 points needed</b>	
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 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)

<b>Certified Service Manager (CSM)</b> <b>50 points needed</b>	
10.0	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 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)

\*Not to exceed 50 points in total for work experience for CSE.

\*Not to exceed 30 new points in total work experience for RCSE, LCSE.

For more information and to apply, visit

**[www.nasm.com](http://www.nasm.com)**

## Qualifying Point Tables (cont.)

<b>Recertified Service Manager (RCSM) 36 points needed</b>	
5.0	Service Manager (or position with equivalent service leadership responsibility) - per year (limit of 15 points)
1.5	Member of NASM - per 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 / 1 CEU (1 CEU = 10 hours class time)

## Price Schedule

	<b>Certified Service Executive (CSE)</b>		<b>Associate Service Executive (ASE) / Certified Service Manager (CSM)</b>	
	NASM member	NASM non-member	NASM member	NASM non-member
<b>Online Self-Study (optional)</b>	—	—	\$600	\$800
<b>Application</b>	\$100	\$200	\$50	\$100
<b>Certification</b>	\$300	\$600	\$250	\$500
<b>Recertification or Lifetime Certification</b>	\$200	\$300	\$150	\$225

NASM membership annual dues are \$225 + a one-time \$25 processing fee.

Corporate NASM membership is \$1,600 for up to 10 members. For members over 10, the fee is \$85 each.



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