

## SALES, MARKETING AND PROMOTION CAREER TRACK

The primary goal of the Sales, Marketing and Promotion Career Track is to provide participants with a ready mixed concrete-specific education that enables them to demonstrate their selling skills in a changing environment in order to meet the growing demands in a marketplace. Candidates who complete the career track demonstrate in class a technical understanding about what their customers want, why they buy, the role of value, and the use of consultative selling practices. To this end, use of various decision making skills are emphasized through application of ready mixed concrete-specific case methodologies that illustrate opportunity analysis, marketing environments, product management, communication planning, pricing and distribution strategies, and planning.

Candidates will be exposed to knowledge of production and products, concrete market placement, general market business, and sales and marketing. This knowledge will be obtained through courses that range from Understanding the Concrete Contractor's Business to a Sales Manager Workshop.

Some typical job titles that would benefit from this track are:

- Marketing/Promotion Manager
- Sales Representative
- Sales Manager

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You may be well on your way to completing your Sales, Marketing and Promotion Career Track CCPf  
Use the below check list to "track" your progress.

### Certification Requirements (120 hours)

#### PREREQUISITES

- ACI Field Technician Level I Certification - must be current or earned while taking required courses

#### REQUIRED COURSES (88 hours)\*

- Introduction to Concrete Fundamentals: Concrete 101 (CCSP Module I) Certification (24 hours)
- Understanding the Concrete Contractor's Business (CCSP Module II) Certification (20 hours)
- Fundamentals of Accounting, Finance, and Business Law (CCSP Module III) Certification (20 hours)
- Professional Sales Skills (CCSP Module IV) Certification (24 hours)

#### ELECTIVES (32 hours minimum)\*

- Concrete Construction Liabilities Seminar (16 hours)
- Concrete Pavement Analyst Training (6 hours)
- Concrete's Role in Sustainable Development (8 hours)
- Concrete Technology Training and Certification Program (Technical Short Course), earning Level 2 Certification (32 hours)
- The Effective RMC Supervisor (20 hours) Certification
- Employment Law Seminar (16 hours)
- Financial Management for the Ready Mixed Concrete Industry (16 hours)
- Introduction to RMC Business Organization and Management (24 hours)
- Leadership: The Concrete Manager's Game Plan (16 hours)
- Plant Manager Certification Course (24 hours)
- Ready Mixed Concrete Sales Manager Workshop (21 hours) Certification

*\* Other courses offered by NRMCA or other organizations may be substituted following an evaluation and approval by NRMCA (see CCPf Certification Rules).*



[www.nrmca.org/steps](http://www.nrmca.org/steps)

Earn a **CCPf**, the highest professional designation in the ready mixed concrete industry.