**LICENSEE CERTIFICATION CATEGORIES**

**INSTRUCTOR**

An instructor is a licensee certified to provide instruction in one or more methodology programs, including:

• Executive Overview

• Account Planning and Management

* Selling Solutions: An Introduction

• Winning Major Opportunities

* Prospecting

• High Performance Sales Management

* High Performance Channel Management

Instructor certification requirements are to:

* Receive training by an Adventace Master Facilitator and observe a workshop
* Assist an Instructor
* Develop an Instructor’s Lesson Plan which must be approved by an Adventace Master Facilitator

**INSTRUCTOR’S ASSISTANT**

A licensee certified to assist an instructor during Winning Major Opportunities or Selling Solutions: An Introduction workshops. Certification requirements are to attend either workshop as a student, observe once, assist an instructor’s assistant, and develop a lesson plan, which is approved in writing by Adventace.

Instructor Assistant certification requirements are to:

* Receive training by an Adventace Master Facilitator and observe a workshop
* Assist an Instructor’s Assistant
* Develop an Instructor’s Lesson Plan which must be approved by an Adventace Master Facilitator

**CONSULTANT**

A licensee who has been certified to provide one or more of the following:

 • Management consulting

 • Knowledge Repository Development consulting

 • Go-to-Market Strategy consulting

Consultant certification requirements are to:

* Receive training by an Adventace Master Facilitator and observe a workshop
* Develop a Knowledge Tool Kit, the content of which will be identified by a Master Facilitator and which will depend on the type of consulting the potential consultant wishes to perform

**BUSINESS DEVELOPMENT EXECUTIVE (BDE)**

A BDE is a licensee who is certified to sell Adventace Programs, manage the delivery of Programs to customers the licensee has successfully sold to, and manage the relationship with the customer.

BDE certification requirements are to:

* Receive training from a Master Adventace Seller to enable the Licensee to:
	+ Understand and successfully present the System
	+ Conduct a prospecting campaign
	+ Conduct a top –to-bottom sales call
	+ Demonstrate ability to conduct an Adventace sell-cycle
	+ Generate a sell cycle control letter to a Power Promoter
	+ Demonstrate ability of how to roll out the programs of the System
* Prepare a sales and marketing plan
* Successfully conduct a top-to-bottom role play, playing the role of an Adventace BDE
* Pass a certification test.