

## APPLICATION INSTRUCTIONS

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- Candidates must complete the following pre-qualification application and submit with resume and form of payment to: HSMAI University, 1760 Old Meadow Road, #500, McLean, VA 22102 or Email to [hsmiau@hsmai.org](mailto:hsmiau@hsmai.org)
- When you fill out the CHSE application, please add the 30 required points for the MCA online learning, and once the application is approved, you will be issued a password to take the online classes. They are included in the CHSE fees, as is the study guide for the exam. Because this is a "sales competencies" certification, completion of three e-learning sessions with MCA are required to qualify to take the exam – see "HSMAI University Non-Academic Coursework/Life Learning" on page 3. Once the elearning is successfully completed, candidate may take the online exam.
- When the Exam fee is paid, HSMAI will send a link and password to take the exam online. Applicants must pass the Exam with a score of 75% or greater. Applicant will automatically be given Exam results at the conclusion of the Exam.
- Applicants passing the exam must then complete a hospitality competency-based assessment from 20/20 Assessment® to obtain their CHSE certification (a \$250 value). This assessment will be completely confidential, and will enable you to understand your current strengths and weaknesses and take your career, and your value to your employer, to the next level.

### APPLICATION REQUIREMENTS *(Please check each box as completed before submitting)*

- 70 Points Minimum:** A minimum of 70 points is required. See application for point allocations/eligibility. Candidates must have a minimum of two (2) years of verifiable experience in the hospitality industry.
- Client Endorsement/Recommendation:** Candidates are required to submit 3 client referrals by providing contact information. HSMAI will issue a form to selected clients to complete.
- Supervisor Verification:** Candidates must submit letter from current supervisor (if employed) verifying employment.

### APPLICANT DATA & FEES

#### Applicant Data:

Submission Date: \_\_\_\_\_

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

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

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

Email: \_\_\_\_\_

Work Phone: \_\_\_\_\_

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

City: \_\_\_\_\_

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

Are you a member of HSMAI? Yes  No

If No, why?: \_\_\_\_\_

HSMAI Chapter: \_\_\_\_\_

Applicant's Name: \_\_\_\_\_

#### Application Fees:

HSMAI Members:	Application Fee	\$75
	Exam Fee (Includes elearning & 20/20 Assessment @)	\$540
	<b>Total</b>	<b>\$615</b>

Non-HSMAI Members:	Application Fee	\$100
	Exam Fee (Includes elearning & 20/20 Assessment @)	\$640
	<b>Total</b>	<b>\$740</b>

#### Payment Options:

- American Express      Account No. \_\_\_\_\_
- Master Card              Expiration Date \_\_\_\_\_
- Visa                              Signature \_\_\_\_\_
- Amount to Charge \_\_\_\_\_

#### Please mail to:

HSMAI  
1760 Old Meadow Road, #500  
McLean, VA 22102  
or email to [ktindell@hsmai.org](mailto:ktindell@hsmai.org)

## EXPERIENCE SECTION #1 *(Minimum of 10 points required / Maximum of 20 points)*

LENGTH OF TIME IN HOSPITALITY INDUSTRY	POINTS	Applicant's Sub-Total Points
A minimum of two (2) years of verifiable experience in the hospitality industry.	10 pts (Mandatory Requirement)	
(2) years additional experience in a sales related capacity in the hospitality industry	2 pts per yr	
Each additional year, over 2 years, in the hospitality industry (non sales related)	1 pt per yr	
SALES SKILLS KNOWLEDGE SECTION	POINTS	Applicant's Sub-Total Points
<b>Please list the 'five key steps in the sales process':</b>		
1.	2 pts	
2.		
3.		
4.		
5.		

## LEADERSHIP SECTION #2

LEADERSHIP VOLUNTEER SERVICE	POINTS	Applicant's Sub-Total Points
Member of HSMAI	5 pts	
Served HSMAI in a leadership role (i.e., President, Board Member, Officer, Executive Committee, Chapter Committee, Special Interest Group, Advisory Board Member)	1 pt per role (max of 10 pts)	
Member of other hospitality associations (list)	1 pt per assn (max of 5 pts)	
Served in a leadership role (i.e., President, Board Member, Officer, Executive Committee, etc.) in a hospitality association other than HSMAI – please specify association and role	1 pt per role (max of 5 pts)	

## EDUCATION SECTION #3 *(Minimum of 45 points required)*

COLLEGE/UNIVERSITY LEVEL COURSEWORK	POINTS	Applicant's Sub-Total Points
Four-year Hospitality Administration degree from an accredited college or university	15 pts	
Post-graduate Hospitality or Business Administration degree (e.g. MA, MBA, MS, Ph.D.) from an accredited college or university	15 pts	
Four-year "non industry" degree from an accredited college or university	12 pts	

Applicant's Name: \_\_\_\_\_

Post-graduate "non-hospitality" degree (e.g. MS, MFA) from an accredited college or university	10 pts	
Two-year Hospitality Administration or Business Administration degree from an accredited college or university	10 pts	
Two-year "non industry" degree from an accredited college or university	8 pts	
Each college level sales course successfully completed. (upon approval of course work content)	1 pt each, maximum of 10 pts	
Each brand sponsored or other professional training	1 pt each, maximum of 10 pts	
<b>HSMAI UNIVERSITY NON-ACADEMIC COURSEWORK/LIFE LEARNING</b>	<b>POINTS</b>	<b>Applicant's Sub-Total Points</b>
Attendance at an HSMAI University Webinar or net conference within last 12 months	5 pts	
Completion of (3) MCA eLearning Sales Sessions – The Sales Process, Overcoming Objections, and Winning Closes (60 minutes each)	30 pts (Mandatory Requirement)	
Completion of additional MCA eLearning Sales Sessions (60 minutes each)	10 pts ea	
Attendance at an HSMAI Chapter Educational Program (60 min)	1 point each per chapter session attended in the last 12 months, maximum of 5 points.	
<b>HOSPITALITY RELATED CERTIFICATION / ADDITIONAL POINTS</b>	<b>POINTS</b>	<b>Applicant's Sub-Total Points</b>
5 points each may be awarded, irrespective of the points accumulated in any of the education points above, to those applicants who have achieved certification in certain other related disciplines within the hospitality industry (e.g., HSMAI's certifications CRME, CHBA, & CHME, or CMP – Certified Meeting Professional, etc.). Certifications must be active and current.		
Certifications held:	1 pt ea (max of 5 pts)	
<b>APPLICANT'S TOTAL ELIGIBLE POINTS</b>		

Applicant's Name: \_\_\_\_\_