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INTRODUCTION

Welcome to the APICS CSCP Course Sales and Marketing Tool Kit for APICS chapters – your complete guide to planning, executing, and evaluating successful training courses. Inside you will find timelines, marketing tips, course and contact information, and much more.

The components of the tool kit have been provided to assist you in efficiently managing the details of the APICS CSCP Learning System course. We recommend you use the tools pertinent to your course offering and track the success and usefulness of these tools.