



CHP LEVEL 2 – MARKETING AND SALES

SYLLABUS



Sponsored by the Hedge Fund Group (HFG)

CHP Level 2: Marketing & Sales Syllabus

The CHP Level 2 Option on Marketing & Sales combines hedge fund marketing and sales training with sales best practices to create a platform where third party marketers, capital introduction professional, investor relations, and in-house marketers can gain credibility and certify their knowledge within this space.

Program Information:

Name: Certified Hedge Fund Professional (CHP) Level 2 Marketing & Sales

Provided By: FinanceTraining.com & the G.T.C. Institute

Exam Dates: Exams are held on the 1st Wednesday of the new month.

Contact Information:

Program Coordinator: Richard Wilson

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Website: <http://hedgefundcertification.com>

Requirements:

The CHP program is a self-study program. While we do not require any credentials, education, or work experience to take the CHP Certification Program, we do require that you can manage yourself, learn the material, and take the exam online. What that requires from you is the ability to read and absorb information from the texts we require, sit for the 2 hour exam, and ask questions if you have any. We are here to help and want to see you succeed!

Prerequisites: There are no prerequisites to take the CHP Certification Program. All you need is an interest in hedge funds and a desire to learn more about them. Some participants of the CHP program includes:

- Analysts
- Due diligence professionals
- Hedge fund managers
- Lawyers
- Accountants
- Recruiters
- Marketing/Sales & Investor Relations Professionals

Required Texts: There are different texts required for each level. Please see the required texts below. (All of the texts we require can be purchased through Amazon.com or are provided for free by the Hedge Fund Group.) Visit the [Hedge Fund Bookstore](#) to view these texts.

CHP Level 2: Marketing & Sales: (Click [here](#) to see the bookstore.)

1. **The Sales Bible: The Ultimate Sales Resource**, New Edition by Jeffrey Gitomer
2. **Influence: Science and Practice** (5th Edition) by Robert B. Cialdini
3. **Hedge Fund Marketing Best Practices** by Richard Wilson (available to participants for free.)

Required Tools: A computer and Internet access. Aside from the readings, the exam, study guide, and video resources are all online. Thus, an Internet connection is necessary, at the very least for 2 hours on the day of the exam.

Topics Covered in the CHP Level 2 Due Diligence Exam:

1. Hedge Fund Distribution Channels
2. Sales Fundamentals
3. Influence and Persuasion
4. Hedge Fund Marketing Best Practices
5. Third Party Marketing Industry
6. Capital Introduction Services

Benefits of the CHP:

1. **Advance Your Business or Career** by raising your level of hedge fund knowledge and increasing your ability to work quickly and effectively.
2. **60+ Education Videos & Exclusive Access to Hedge Fund Premium.com**, providing you with video-based lectures, workbooks, career tools, HedgeCasts and networking events (\$324 value: all free with membership)
3. **Upgrade Your Resume & Pedigree** by adding the CHP Designation to your resume, assuring employers that you are dedicated to working in the industry, passionate about learning more about the industry & able to work more efficiently.
4. **Choose an Area of Specialization & Focus** for the Level 2 CHP Program and gain specialized knowledge within a niche of the industry that will help you move ahead faster.
5. **Direct Access to industry consultants and recruiters** for business connections, networking advice, hedge fund startup and hedge fund career coaching or advice.
6. **Speak the Language.** Earning the CHP Designation assures that you can attend conferences, interviews and other networking events while being able to contribute to conversations and understand discussions.
7. **Gain Exclusive Access to the full Hedge Fund Jobs Guide** and the 200-page Hedge Fund E-Book, free of charge.
8. **Network with other CHP Designation participants** and over 125,000 Hedge Fund Group (HFG) Members around the world through our online networking system and forum.

9. **Gain a Competitive Edge.** If you are competing against five other professionals with very similar education and experience, chances are, all else held equal a hedge fund employer will want to hire someone with very specific training and knowledge on hedge funds.

10. **Gain Valuable Insight** into your own career and business plans. The broad and in-depth reading and studying needed to earn the CHP Designation will help you decide what you should be working towards.

Other Resources:

1. Handbook of Alternative Assets by Mark Anson
2. Hedge Fund Blog Book by Richard Wilson – <http://www.HedgeFundsBook.com>(Free PDF E-Book)

For more information & study tips please see the CHP Level 2 Marketing & Sales study guide.