

Certified Coffee Specialist (CCS)

The Certified Coffee Specialist (CCS) designation is the coffee service industry's Mark of Distinction awarded by NAMA. It provides those professionals who are actively involved in convenience services the opportunity to take their skills and knowledge to the next level. Be recognized as an industry leader and prove your expertise.



Who should earn the CCS designation?

- Coffee sales professionals
- Sales managers
- Company owners
- Route sales representatives

In order to qualify to sit for the CCS examination, you must have at least one year of industry-related experience and have completed at least two of the four **Essence of Coffee** modules.

Module 1 – Coffee Concepts

This first module of a four-part series will take you on a journey starting with the origin of coffee from its history through roasting, blending and the finished product.

Learning Objectives

At the end of this course, participants will be able to:

- Describe the history of coffee and its impact on society
- Describe types of coffee beans and where they come from
- Describe the roasting and blending processes
- Describe the aspects of packaging coffee

Course Outline

- The origin of coffee
 - History
 - Impact on society
- Coffee beans
 - Type
 - Countries of origin
 - Harvesting
 - Processing
- Roasting coffee and blending
 - Batch roasting
 - Blending during the roasting process
- Packaging coffee
 - Open brew
 - Filter pack
 - Degassing



Certified Coffee Specialist (CCS)

Module 2 – It's in the Cup

Module 2 will begin with a discussion and tasting of a variety of coffee taste profiles and blends, and will continue with an overview of brewing equipment and the experience offered to the customer.

Learning Objectives

At the end of this course, participants will be able to:

- Identify taste profiles
- Set up a customer tasting
- Describe different types of brewing equipment
- Describe how to provide the customer experience

Course Outline

- Different taste profiles of coffee
 - Tasting different coffees
 - Light roast
 - Medium
 - Dark
 - Espresso
 - Set up tasting like you should set it up for a client
- Brewing equipment options
 - Single cup
 - Batch Brew
 - Standard
 - Satellite
 - Bean-to-cup
- Bringing the coffee experience to the customer
 - Discovery
 - Fact finding
 - Customized presentation
 - Delivery of presentation

Module 3 – Coffee Commerce

There is more to growing your office coffee service than just sending out a sales force. Your growth strategy will be defined by a number of factors. In this session, you will gain a better understanding of four key aspects relating to growing your coffee service operation:

- Financial choices relating to business development – organic growth or acquisition?
- Building a sales force and a culture – how to assemble a winning team.
- Sales techniques for OCS – proven strategies that your sales reps can use.
- Storytelling (verbally and online) – how storytelling can help close deals.



Certified Coffee Specialist (CCS)

Module 4 – Top to Bottom OCS Operations

In today's OCS environment it is critically important that a company establish a work environment that consists of a strong working relationship between operations and sales. Take a deep dive into how to effectively establish the strategic objectives of revenue growth, operational efficiency and customer satisfaction for an OCS organization. Gain a better understanding of how to bring to fruition the true teamwork of operations and sales, to ensure that the winner is the bottom line!

- Financials
- What does the sales person look at in terms of financials
- What does the operations person need to look at in terms of financials
- HR