



COB Certified Trainer Academy

Become an Accredited COB Certified Trainer

Introduction



Boost Your Career, Raise Your Profile and Increase Your Income!

The Certificate in Online Business and its *'Licensed Training Partners'* are in need of credible E-Commerce, Marketing, and Digital Business leaders to deliver the COB Certified Manager series of industry-recognised certifications programs. *'Licensed Training Providers'* are Institutes, Chambers of Commerce, large professional and government organisations, who have purchased a license to sell, host and deliver COB Certified Manager courses in a specific country, countries, states or region. They hire *'Accredited COB Certified Trainers'* to deliver those courses in different languages. The Certificate in Online Business is concerned with training, enabling, assessing and accrediting those trainers. Experienced *'Accredited COB Certified Trainers'* can become *'Academy Leaders'* (senior trainers who train and assess the Accredited COB Certified Trainers').

The NEW Leader Programs



As well as being a certification in their own right, the COB Certified Manager Programs are a step on the COB Certified Leader Programs. The advanced programs are currently being delivered exclusively in partnership with The Institute for Business Advancement, with guest trainers and presenters from industry. If you are interested in teaching the advanced elements of the Leader programs, please contact The Certificate in Online Business.

Accredited COB Certified Trainers

Accredited COB Certified Trainers are either hired as full-time, part-time employees alongside other work or on a freelance basis. Salaries are dependent on the trainer's level and experience, and the other elements of their employment. Freelancers usually earn on average the equivalent of \$2,000 per day, depending on their experience and the *'Licensed Training Partner'*. *'Accredited COB Certified Trainers'* can only teach our courses through our *'Licensed Training Providers'* who are responsible for the advertising, hosting and marketing of the courses, and taking care of the official course books, administration and exam papers, that we provide.

Getting Accepted to the Accredited COB Certified Trainer Program

The quality and reputation of the COB Certified brands are critical to The Certificate in Online Business and its partners. We therefore have a careful application process with criteria for acceptance.

Core Attributes for Trainers

While trainers are supported with a bespoke advanced training skills program from one of our specialist partners, trainers must possess the following skills and attributes:

- Good written verbal and written communication skills
- Good presentation skills
- Well-organised, presentable, articulate and personable
- The ability to host, engage and lead a class of delegates from a variety of backgrounds for a full week
- The ability to think on your feet with ideas and suggestions for delegate projects
- At least 1-year training or consultative and interactive presenting skills

COB Certified E-Commerce Manager

From a sales and marketing background, accredited COB Certified E-Commerce Manager trainers, must have the following experience:

- Planning and managing or physically implementing e-commerce stores
- Managing e-commerce business and online sales revenue
- Web site architecture / planning and customer experience basics
- A minimum elementary level hands-on digital marketing skills, such as SEO, Email Marketing, PPC, Banner Advertising, Affiliate Schemes

BONUS

Academy Students qualifying for the full COB Certified E-Commerce Manager Program, automatically become qualified to deliver the '*Content Strategy and Customer Experience*' day of the COB Certified Digital Marketing and E-Business Manager Programs, and the '*E-Commerce Planning*' and '*Introduction to Digital Marketing*' days of the COB Certified E-Business Manager Program.

COB Certified E-Business Manager

Ideally from a hybrid technical (information systems), sales and marketing background, accredited COB Certified E-Business Manager trainers have a broader knowledge of e-business, e-business systems, technologies and opportunities. Accredited COB Certified E-Business Manager trainers, must have the following experience:

- Planned and managed the implementation of e-commerce stores and web sites
- Planned and managed the implementation of portals, intranets and other Internet business ventures such as membership sites.
- Witnessed or supported e-commerce business and online sales revenue
- A minimum elementary level hands-on digital marketing skill as, such as SEO, Email Marketing, PPC, Banner Advertising, Affiliate Schemes

There is a 25% difference in content between the above two courses – The 1-Day ‘*Web Merchandising for Maximum Sales*’ on the COB Certified E-Commerce Manager course, instead of the 1-Day ‘*E-Business Strategy, Planning and Management*’ of the COB Certified E-Business Manager.

COB Certified Digital Marketing Manager – Strategy and Core Learning Trainers

You will have a solid sales and marketing background, be a senior level strategic marketer and have at least 6 years digital marketing experience. Accredited COB Certified Digital Marketing Manager trainers, must have the following experience:

- Developed and managed the implementation of multi-channel and digital marketing strategies, for both
 - Consumer products and services
 - Business-to-business or business-to-government products and services
- Hands-on experience in all aspects of digital marketing delivering successful results
- Led a team of marketers, sourced and co-ordinated agencies and suppliers
- Have written, prepared content for, planned and managed the implementation of a customer-facing web site
- Will have an understanding and experience of working with both smaller and larger marketing budgets

Strategy and core learning trainers can be a full course trainer, if they have good solid practical knowledge of social media marketing and pay-per-click advertising. All those studying for the Full or Strategy and Core Learning Trainer Accreditation, take the full Accredited Training Program

BONUS

Academy Students qualifying for the COB Certified Digital Marketing Manager Program, automatically become qualified to deliver the Introduction to ‘*Digital Marketing and Advertising*’, and ‘*Content Strategy and Customer Experience*’ days of the COB Certified E-Commerce and E-Business Manager Programs

COB Certified Digital Marketing Manager – Specialist Trainers

Specialist trainers are experts in their field and deliver either one or both of the following days. If you choose to, or qualify to become a specialist trainer, you will deliver one or both of the following days of the COB Certified Digital Marketing Manager Program.

- 1-Day Pay-Per-Click Advertising
- 1-Day Social Media Marketing



Accredited COB Certified E-Commerce / E-Business Manager Trainer

Program up to 8-Weeks from Start to Accreditation

- E-Learning access to courses for first run-through (to familiarise with content)
 - Students do not take the exercises and workshops but wait for the classroom course
 - At student's leisure, full-time or part-time (25-hours) – recommended allow 4-weeks if navigating work schedules.
- 10-day boot camp
 - 1-Day Program Induction
 - How to administer a course
 - Course Structure
 - Delegate Care and Best-Practice
 - Certification Standards and Quality
 - Trainer Tools
 - Gaining and maximising trainer feedback
 - Job opportunities and projects with Licensed Training Providers
 - 1-Day E-Business Strategy and Planning Training Day (Exclusive content from the COB Certified E-Business Manager Program)
 - 3-Days Train the Trainer Course / Advanced Presenting and Course Leadership Course – Delivered by a train-the-trainer / presentation / vocal skills specialist company

 - 2-day break for weekend (with some optional revision homework)

 - 5-Day COB Certified E-Commerce Manager Classroom course
 - Inclusive of optional dual certification paper*
- Pre-Trainer Assessment Study / Preparation with Virtual Trainer Support (if needed), with continued access to e-learning.
- Trainer Assessment – 5-6 days depending on whether chosen to qualify and deliver both or just one of the programs 5-days face-to-face, 1-day virtually).
 - Live classroom environment
 - Potentially with end clients attendance**

Dual Certification Option

*Students are trained on the material from both programs, although charged for just one program. This is beneficial for two key reasons:

- 1) Students benefit from additional contextual learning
- 2) Accredited COB Certified Trainers are more versatile and therefore more attractive to employers.
- 3) Freelance Accredited COB Certified Trainers, have a wider number of courses and Licensed Trainer Providers (LTP) than can apply to train for. A trainer may have an exclusive or non-exclusive agreement with an LTP. More IT Management / Strategic focused LTPs tend to champion the COB Certified E-Business Manager Program, whereas more sales, e-commerce and marketing focused LTPs champion the COB Certified E-Commerce Manager Program.

Accredited COB Certified Digital Marketing Manager Trainer – Full Program



Program Up to 8-Weeks from Commencement to Accreditation

- E-Learning access to courses for first run-through (to familiarise with content)
 - Students do not take the exercises and workshops, but wait for the classroom course
 - At student's leisure, full-time or part-time (14-hours) – recommended allow 2-4-weeks if navigating work schedules.
- 9-day boot camp
 - 1-Day Program Induction
 - How to administer a course
 - Course Structure
 - Delegate Care and Best-Practice
 - Certification Standards and Quality
 - Trainer Tools
 - Gaining and maximising trainer feedback
 - Job opportunities and projects with Licensed Training Providers
 - 3-Days Train the Trainer Course / Advanced Presenting and Course Leadership Course – Delivered by a train-the-trainer / presentation / vocal skills specialist company

2-day break for weekend

- 5-Day COB Certified Digital Marketing Manager Classroom course
- Pre-Trainer Assessment Study / Preparation with Virtual Trainer Support (if needed), with continued access to e-learning.
- Trainer Assessment – 5-days face-to-face
 - Live classroom environment
 - Potentially with end client attendance**

Trainer Assessment in Live Class Environment – Gain immediate income

Accredited COB Certified Trainers are assessed through delivery of a classroom course in a live environment to Academy Leaders.

**Students or their course sponsor (if sponsored by a Licensed Training Provider) may send up to 6 delegates on the trainer assessment (live course), either as a form of immediate marketing and feedback, or immediate revenue to immediately recoup some of trainer accreditation fee. NOTE: Places must either be free to the delegate or charged at a heavily discounted rate (as a *'Promotional Trainer Under Assessment Place'*). The COB Certified Academy Leader / Assessor will be supporting the process and progress of the delivery of the course. Students can gain immediate reviews regarding their training, which they can choose to or not to use.

Academy Fees

The fee for the following trainer programs is \$23,200 inclusive of examination and accreditation costs and ongoing trainer benefits.

- Accredited COB Certified E-Commerce Manager Trainer
- Accredited COB Certified E-Business Manager Trainer
- Accredited COB Certified E-Business + E-Business Manager Trainer
- Accredited COB Certified Digital Marketing Manager Trainer

Get Your Fees Sponsored

If you are an employee or you have a relationship with a *'Licensed Training Provider'*, or a potential organisation you would like to encourage to become a *'Licensed Training Provider'*, you could request that they sponsor you for the program.

Alternatively you have the option to recoup some of your fee during your live class assessment. Other ideas, include crowd-funding your fees, or obtaining government sponsored support.

Ongoing Trainer Benefits

- Attend annual *'COB Partners and Trainers Conference'*
- Gain continued support and updates regarding the courses through e-learning and other materials
- Get listed on *'Accredited Trainer Reviews Board'* (upcoming – Clients can leave reviews for trainers, which can be used to support job applications and freelance hiring).
- Access offers regarding upcoming programs
- Gain support with recruitment to *'Licensed Training Providers'*

- Have the potential to progress to one of our own *'Academy Leaders'*, who train and assess *'Accredited Trainers'*

If you are interested in finding out more about our program, please take a look at public course dates listed on our web site, as well as request other course dates and locations, please call or email us.

Contact Information

The Certificate in Online Business

UK Phone: 01753 362 654 International +44 1753 362 654

Select option 2 or 3 and our team will help

Email: Sam Smith – samsmith@cobcertified.com

www.cobcertified.com