

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 **The 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



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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 - C-Commerce (Collaborative Commerce)

Gain a better understanding of how to effectively utilize Collaborative commerce (C-commerce) to enhance your overall OCS business, maximize your efficiencies and increase profitability. This involves optimization of supply chain, distribution channels and new technology to efficiently assist with the communication of the various business channels. In collaborative commerce, organizations coordinate with each other and within OCS company departments, as a way of cross functionalizing their efforts.

- Financials
- Hiring sales force
- Sales techniques
- How to tell the story



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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