



SAMA's Certified Strategic Account Manager (CSAM)® Program

SAMA Certification Program Requirements

To earn the CSAM certification, candidates must successfully complete all of the following:

- Complete the required 360 Assessment at the start of the program.
- Attend and fully participate in Core 0 through Core 4 and two (2) elective workshops.
- Earn a total of nine (9) certification training credits.
- Complete all required workshop activities and assignments.
- Successfully deliver the required Final Certification Presentation to the panel of SAMA evaluators.

Attendance and Participation

Attendance is mandatory for all workshops.

Candidates must:

- Attend every workshop in its entirety, including all scheduled days.
- Arrive on time and remain for the full session.
- Stay on camera (for virtual workshops) and actively participate in all workshop activities.

No workshop days may be missed or skipped.

Failure to meet these requirements will be considered an absence.

Missed Workshops

There are no recordings, make-up sessions, or alternative assignments.

If a candidate misses any portion of a workshop, they must retake the entire workshop when it is offered again. Partial credit will not be awarded, and the cost of retaking the workshop will be the responsibility of the candidate.

Acknowledgment

By enrolling in the Certification Program, candidates acknowledge that they have read, understand, and agree to comply with all program requirements, attendance expectations, participation standards, and certification requirements outlined in this document.