

Designations: Value Beyond the Letters

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Businesses leaders should invest in training for employees of all levels in all departments. For the quickly changing profession of trade credit management, proper training is even more crucial. Designations allow new credit professionals to establish themselves as credible in the industry while helping experienced credit managers advance their careers to the next level.

Through [NACM's Professional Certification Program](#), credit managers can earn a combination of any six certifications—[CBA](#), [CCRA](#), [CBF](#), [CCE](#), [CICP](#) and [ICCE](#). But what exactly is the value behind those letters?

Designations signify a level of intelligence and integrity, said Scott Chase, CCE, CICP, global director of credit at Gibson Brands, Inc. (Nashville, TN) who remembers earning his first designation about 17 years ago. "It shows that you took the time to learn from others in the credit industry beyond the book knowledge," he said. "I would not have gotten my job back then if it wasn't for having a designation."

Designations are a representation of going beyond the standard and show dedication to one's career and craft. NACM's Professional Certification Program has helped several credit professionals enhance their professionalism and gain respect throughout the industry. In fact, the average compensation of certified credit professionals is 6% higher than those who do not hold a certification.

The education and learning process of earning a designation is extremely helpful for your day-to-day responsibilities, said Kevin Stinner, CCE, CCRA, credit manager at J.R. Simplot Company (Loveland, CO). "You learn about the most efficient way to do your job," Stinner said. "Designations make you stand out among your peers and makes your more relevant in the credit industry."

In the financial world, certifications represent high levels of achievement. Not only to your colleagues—but to customers as well. Credentials can create a sense of trust because it shows expertise in specific areas. "The confidence gained by earning my CBA is unmatched," said Chason Dancer, CBA, credit manager at DXP Enterprises, Inc. (Houston, TX). "You're applying technique, analysis and knowledge to daily situations. There's not a single day that goes by where I don't apply something I've learned from the coursework to my daily job. Designations make you a more valuable asset to your company."

Earning those letters takes a different meaning for those who are dedicated to continuous growth and self-improvement as time goes on. "I am always looking for ways to better myself and better my professional career," said Graham Brockway, CBF, credit manager at Ferguson Enterprises (Liberty Township, OH). "The certification program refreshes concepts you may not touch as often. It's really easy to get lost in the weeds of your day-to-day and the course itself helps refresh you on a lot of those key concepts that are important to understand."

In addition to building your professional career, this certification program is an opportunity to network with like-minded individuals who have taken the courses and exams as well. The professional certification program offers several benefits—with both tangible and intangible value.

For more information about each designation within [NACM's Professional Certification Program](#), visit our website.