

Corporate Sales Associate Level Certification



SMstudy **SCCS-A**
Corporate Sales Associate

What participants will learn

- Participants will be familiar with the key concepts in Corporate sales.
- Participants will get a basic understanding of how Corporate Sales framework helps to effectively manage B2B efforts in any organization.

Audience Profile

Anyone interested in knowing more about Corporate Sales can take up this course and exam for free.

Takeaways

- High quality online videos
- Classroom study materials
- Mobile Apps
- Engaging case studies
- Full-length simulated exam
- Chapter tests
- Study guides and podcasts
- 10 PMI® PDUs
- SMstudy Certified Corporate Sales Associate certification by SMstudy

Examination Guidelines

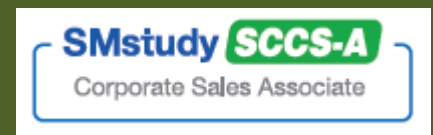
An online unproctored exam will be conducted at the end of the course. The exam format is as follows:

- Multiple Choice
- 40 questions for the exam
- One mark awarded for every right answer
- No negative marks for wrong answers
- 30 questions need to be answered correctly to pass
- 60 minutes duration

Prerequisites

There is no formal prerequisite for this course.

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Course Outline

Introduction

- A Brief History of Corporate Sales
- Corporate Strategy Overview
- Aspects of Sales and Marketing
- Levels of Sales and Marketing Strategy
- Marketing Strategy Overview
- Corporate Sales Overview

Understand Sales Value Proposition and Determine Corporate Sales Channels

- Understand Sales Value Proposition
- Determine Corporate Sales Channels

Prepare Organization for Sales

- Plan sales Governance
- Determine Sales Targets
- Create Marketing Aspects
- Determine Sales Targets

Training for Corporate Sales

- Sales and Negotiation Training
- Product Training

Sales Process-Prospecting

- Profile Target Customers and Decision Makers
- Lead Generation and Qualification

Sales Process-Conversion

- Needs Assessment for Each Qualified Lead
- Presentation, Overcoming Objection, and Closer

Account Management

- Classification of Accounts and Resource Allocation
- Corporate Accounts Alignment
- Client Management

The theory sections mentioned here will be aided by case studies, exercises and simulations for practical/experiential learning.