

Corporate Sales Expert Level Certification



What participants will learn

- Participants will be able to provide guidance on activities related to building strong business relationships; successfully working with other businesses to help them see the value in the company's products and services; understanding procurement management; conducting effective negotiations with other organizations; and ensuring leads generation, qualification, follow-up, account management and other related activities

Takeaways

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

Examination Guidelines

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

- Multiple Choice
- 180 questions for the exam
- One mark awarded for every right answer
- No negative marks for wrong answers
- 240 minutes duration

Audience Profile

This certification is appropriate for Sales and Marketing Professionals and Specialists who are interested in becoming a Corporate Sales Expert.

Prerequisites

The candidate should have minimum of 5 years work experience. It is preferable to complete the SMstudy® Certified Corporate Sales Specialist and study all processes from the SMstudy Guide - Corporate Sales book before applying for the SMstudy® Certified Corporate Sales Expert. It is also mandatory to gain 40 mandatory educational hours by attending Corporate Sales Expert classroom training provided by a SMstudy approved Authorized Training Partner (A.T.P.) and produce professional recommendation.

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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.