

# Corporate Sales Specialist Level Certification



SMstudy **SCCS-S**  
Corporate Sales Specialist

## What participants will learn

- Participants will be able to manage the complete sales process including the pre-sales processes of understanding the company's sales value proposition, creating a suitable sales channel network, planning sales governance, setting sales targets, creating appropriate marketing assets and creating compensation structures.
- Participants are also adept in managing the sales process of prospecting for potential customers followed by conversion that leads to customer acquisition.
- Participants can also learn account management to support and satisfy customer needs and ensure high levels of customer satisfaction and customer retention.

## 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 Specialist 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
- 140 questions for the exam
- One mark awarded for every right answer
- No negative marks for wrong answers
- 180 minutes duration

## Audience Profile

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

## Prerequisites

The candidate should have minimum of 3 years work experience. It is preferable to complete the SMstudy® Certified Corporate Sales Professional certification and study all processes from the SMstudy Guide — Corporate Sales book before applying for the SMstudy® Certified Corporate Sales Specialist certification. It is also mandatory to gain 20 mandatory educational hours by attending Corporate Sales Specialist classroom training provided by a SMstudy approved Authorized Training Partner (A.T.P.)

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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.*