

# Corporate Sales Professional Level Certification



## What participants will learn

- Participants will be able to ensure that the company follows all the processes required for generating B2B sales as well as retaining customers through good account management practices.
- SMstudy Certified Corporate Sales Professionals are facilitators who ensure that the corporate sales process is effectively followed to satisfy the goals set by the Corporate Sales or Business Unit/Geographic Strategies.

## 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 Professional 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
- 100 questions for the exam
- One mark awarded for every right answer
- No negative marks for wrong answers
- 120 minutes duration

## Audience Profile

This certification is appropriate for anyone who is interested in becoming a Corporate Sales Professional.

## Prerequisites

There is no formal prerequisite for this certification. However, it is preferable to complete the SMstudy® Certified Corporate Sales Associate and study the recommended processes from the SMstudy Guide – Corporate Sales book before applying for the SMstudy® Certified Corporate Sales Professional. All the required resources are also provided as part of the online certification course.

# Corporate Sales Professional Level Certification



## 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.*