



# CORPORATE SALES PROFESSIONAL

## 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
- ✓ Certified Corporate Sales Expert certification by SMstudy

## Audience Profile

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

## 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

## 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 training provided by The Corporate Human.



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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
- ✓ Sales Corporate 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 Data

- ✓ 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 and experiential learning.