

# 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

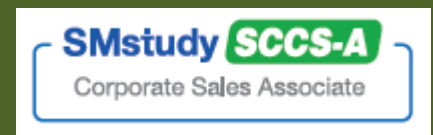
An online unproctored exam will be conducted at the end of the course. The exam format is as follows:

- 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.*