

Certified Sales Executive™ Program

The Certified Sales Executive program awards the "CSE" designation, a great door-opener that announces your professional competence and shows to the world that you are a professional sales manager.



Gain an ever-lasting competitive advantage

- Be recognized as one of the elite sales managers who are certified from an international Sales and Marketing certification body.
- Develop sales management capabilities, achieve your sales targets and excel as a sales manager
- Illustrate a high level of professionalism to both coworkers and customers
- Increase your market value and advance your career further.
- Be dedicated to continuous improvement of yourself and your staff.

Who should attend?

The SMEI Certified Sales Executive™ program is ideal certification for:

- Sales managers and supervisors
- Senior Sales professionals looking to be promoted to sales management positions
- Company owners and individuals who are responsible for sales management and who have direct reports
- Professionals desiring a career move into sales management

Sales and Marketing Executive International (SMEI)

SMEI is a professional, non-governmental organization formed in 1935 by leading business visionaries in the United States. SMEI awards professional Sales and marketing certification designations and provides a personal and professional community devoted to providing knowledge, growth, leadership and connections between sales and marketing professionals.

CSE[®] Core Competencies

SMEI's CSE[®] certification program is designed to ensure that those completing the program have successfully demonstrated knowledge and understanding of the core competencies required to excel as a sales manager or executive.

Organization and Management

1. Planning, Forecasting and Budgeting
2. Organizing the Sales Force
3. Communication
4. Team Building
5. Motivation and Incentive Management
6. Legal

Personnel

1. Recruiting
2. Sales Training
3. Performance appraisal

Sales and Marketing

1. Foundations of Marketing Strategy
2. Pricing and Trade Practices
3. Integrated Marketing Communications
4. Emerging Channels
5. Sales Technology

Ethics

These competencies are prescribed with assistance from Syracuse University, then approved and adopted by the Certified Marketing & Sales Professionals Trustees.

CSE Certification Process and Study Resources

- Apply for your professional certification, and access SMEI's online learning center which includes a comprehensive e-book, chapter quizzes and other learning resources.
- Complete the CSE preparation training Program and earn a Professional Certificate in Sales Management from Knowledge
- Register for your exam. Your exam must be taken within one year from your application date.
- Pass successfully the CSE certification exam
- Receive your **Signed and Gold Embossed CSE Certificate from SMEI**

CSE Preparation Training Program

Knowledge has developed - with the support of SMEI - this comprehensive sales management training program that gets you prepared to the CSE certification Exam.

Upon completing this program, you will be awarded a **Professional Certificate in Sales Management** from Knowledge and you will be ready to sit for SMEI's CSE Certification Exam.

Learning Objectives

Learn the sales management know-how that will enable you to:

- Develop, implement, monitor and evaluate strategic sales plans
- Build, manage and motivate an effective sales force
- Analyze sales performance, forecast market demand and develop sales budget

Learning Methodology

Enjoy an entertaining 72-hour of interactive learning full of application workshops, video cases, real-live case studies, group projects and problem-solving exercises.

Program Structure

Module One – Strategic Sales Planning

Understanding the Sales Management Challenge

Introduction to Sales Management

The Personal Selling Process

The sales function's impact on the firm's value chain

Aligning a firm's sales strategy in a multichannel environment

Leadership and Strategic Marketing Sales Forecasting

Leadership and the sales executive

Strategic Planning and the Marketing Management Process

Analyzing Customers and Markets: B2B Sales and CRM

Module Two – Managing Sales Operations

Organizing, Staffing, and Training a Sales Force

- Designing and organizing the sales force
- Recruiting and selecting the right salespeople
- Training and developing the sales force

Directing Sales Force Operations

- Supervising, Managing, and Leading Salespeople Individually and in Teams
- Setting Goals and Managing the Sales Force's Performance
- Motivating and Rewarding Salespeople

Module Three: Measurement, Analysis and Knowledge Management

Measurement, Analysis and Forecasting

- Turning Customer Information into Sales Knowledge
- Forecasting Sales and Developing Budgets
- Assessing the Performance of the Sales Force and the People Who Comprise It
- Marketing Cost and Profitability Analysis
- Planning and Evaluating Sales Territories

Knowledge Management

- Leveraging Information Technology
- Internal and External Cultural Forces That Affect a Firm's Sales Performance
- Ethics, the law and sales leadership

Reference Book

Sales Management, Shaping Future Sales Leader

By John Tanner, Earl Honeycutt, and Robert Erffmeyer

