

## SMEI Certified Professional Salesperson (SCPS™)

The Certified Professional Salesperson program awards the coveted "SCPS" designation, a great door-opener that announces your professional competence and shows to the world that you are a professional sales person.



### **Gain an ever-lasting competitive advantage**

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

### **Who should attend?**

The SMEI Certified Professional Salesperson™ program is ideal certification for:

- Sales professionals, account managers, distributor representatives and business development personnel looking to flourish their sales career
- Professionals desiring a career move into sales field

### **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.

## SCPS® Core Competencies

SMEI's SCPS® 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 professional.

### Foundation Skills

Segmentation  
 Differentiation & Positioning  
 Self-Knowledge/Professionalism  
 Product/Company Knowledge  
 Communication/Listening Skills

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### Planning

Goal Setting  
 Forecasting  
 Understanding Motives and Needs  
 Decision Influencers  
 Features/Benefits Preparation

### Executing

Qualifying Prospects  
 Negotiations  
 Overcoming Objections  
 Closing  
 CRM

### ETHICS

Recognized authorities in sales and marketing were involved in prescribing these competencies, which were in turn approved and adopted by the Certified Marketing & Sales Professionals (CMSP) Trustees.

## SCPS 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 SCPS preparation training Program and earn a Professional Certificate in Selling from Knowledge
- Register for your exam. Your exam must be taken within one year from your application date.
- Pass successfully the SCPS certification exam
- Receive your **Signed and Gold Embossed SCPS Certificate from SMEI**

### SCPS Preparation Training Program

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

## CMSP Preparation Program Structure

Module Title	Duration
Module One: Relationship Selling	18 hours
Module Two: Developing Product and Customer Strategy	18 hours
Module Three: Mastering Sales Presentations	36 hours

### Module One: Relationship Selling

#### Developing a Personal Selling Philosophy

- Relationship Selling Opportunities in the Information Technology
- Evolution of Selling Models That Complement the Marketing Concept

#### Developing a Relationship Strategy

- Creating Value with a Relationship Strategy
- Communications Styles: A Key to Adaptive Selling Today
- Ethics: The Foundation for Relationships in Selling

### Module Two: Developing Product and Customer Strategy

#### Developing a Product Strategy

- Creating Product Solutions
- Product-Selling Strategies That Add Value

#### Developing a Customer Strategy

- The Buying Process and Buyer Behavior
- Developing and Qualifying a Prospect Base

### Module Three: Mastering Sales Presentations

#### Developing a Presentation Strategy

- Approaching the Customer with Adaptive Selling
- Determining Customer Needs with a Consultative Questioning Strategy
- Creating Value with the Consultative Presentation
- Negotiating Buyer Concerns
- Adapting the Close and Confirming the Partnership
- Servicing the Sale and Building the Partnership

#### Managing Self and Others

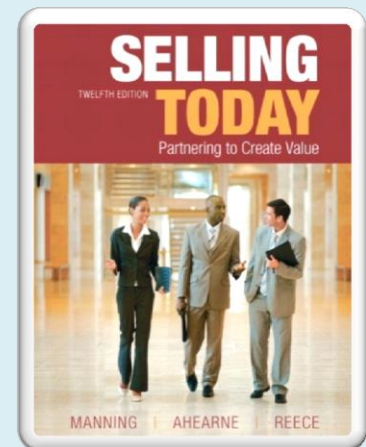
- Opportunity Management: The Key to Greater Sales Productivity
- Management of the Sales Force
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Enjoy an entertaining 72-hour of interactive learning full of application workshops, video cases, real-live case studies, group projects and problem-solving exercises.

#### Reference

##### ***Selling Today: Partnering to Create Value, Twelfth Edition***

By Gerald L. Manning, Michael Ahearne, Barry L. Reece



MANNING | AHEARNE | REECE