

Sales and Marketing Executive International (SMEI)

Knowledge is the exclusive affiliate of the Sales and Marketing Executive International Association (SMEI) in Egypt.

Sales & Marketing Executives International (SMEI) is a professional, non-profit organization which was formed in 1935 by leading business visionaries in the United States.

SMEI is the only worldwide educational and relationship-building forum for sales and marketing professionals and entrepreneurs who seek professional growth in experience, leadership skill and peer contact. With over thousands of members around the world you can connect with others who share your passion for the profession!

For the credibility of the profession, it is important to recognize marketing and sales professionals who have met and surpassed high standards of education, experience, knowledge, and ethical conduct. SMEI has established sales certification and marketing certification programs for professionals to complete in order to be able to use its professional designations. These sales certification and marketing certification programs involve a course of study and an examination process.

SMEI offers the following certification programs:

- Certified Sales Executive (CSE[®]) for sales managers and executives
- Certified Marketing Executive (CME[®]) for marketing managers and executives
- SMEI Certified Professional Salesperson (SCPS[®]) for sales professionals

Your SMEI sales certification or marketing certification designation shows to the world that you are a sales and marketing professional. Sales certification and marketing certification announce your professional competence to your clients, employer, peers, and customers.

Your CSE[®], CME[®], or SCPS[®] designation certifies that you abide by the highest ethics and principles and have demonstrated knowledge and experience in sales and marketing.

The SMEI proprietary reference text for each of the sales certification and marketing certification programs developed in cooperation with educational publisher McGraw Hill Ryerson, along with online learning resources and the certification preparation courses and certificates offered by Knowledge will assist you as you prepare for certification.

