

Corporate Sales Certification Program

# CERTIFIED CORPORATE SALES



**Professional | Specialist | Expert**



**EDDS**  
CONSULTING

EDDS Consulting, Lahore Pakistan



Authorized Training Partner  
VMEdU Inc, USA.

## Corporate Sales

Corporate Sales outlines the best practices and processes for effective business-to-business (B2B) sales. It provides guidance on activities related to building strong business relationships; successfully working with other businesses to communicate the value of a company's products and services; conducting effective negotiations; and ensuring lead generation, qualification, follow-up and other related activities.

## About Us?

**EDDS Consulting is a VMEdU Authorized Training Partner.** Our courses come with an assurance of consistent, high-quality content presented in multiple formats—such as videos, podcasts, simulated tests, and mobile apps that ensure a well-rounded and practical learning experience for students.

**VMEdU Inc, USA** is a leader in the professional training and certification industry.

**500,000+** students

**3500+** corporations

**150+** countries

VMEdU uses its state-of-the-art content creation expertise to create the best-quality online and classroom courses. This quality is provided to students worldwide through its global network of 1100+ training partners.

**SMstudy® USA** is the **Global Accreditation Body for Sales and Marketing** certifications.

## Course Overview

### 58+ High Quality Videos

High quality, interactive, and engaging online videos teach each chapter and knowledge area. All course videos are prepared and presented by industry experts.

### 2+ Helpful Study Guides

Study guides for each chapter cover key concepts in all knowledge areas. These are also available in downloadable formats.

### 26+ Test Questions

Practice tests for each chapter help students gauge their preparedness. You even have the flexibility to select the number of chapter test questions you want to attempt.

### 51+ Terms and Definitions

Important terms and concepts for all chapters and knowledge areas are included. You can also use these terms as a collection of flashcards for practice and review.

### 2+ Illustrative Case Studies

Interesting and illustrative case studies present real-life scenarios ensuring effective learning. These case studies are fun to solve and provide great insights at the same time.

## Mobile App

Access courses in all formats anytime, anywhere through our innovative mobile app.

## Progress Tracking

Track your progress in any course and chapter online or on mobile app and continue from where you left off.

## Certification Exam

The certification exam is included in the course. The exam is online and proctored.

### Professional Level

Duration: 2 hours  
Questions: 100 Questions  
Fee\*: \$320

### Specialist Level

Duration: 3 hours  
Questions: 140 Questions  
Fee\*: \$470

### Expert Level

Duration: 4 hours  
Questions: 180 Questions  
Fee\*: \$650

- \* Fee includes exam fee.
- \* Discounts available.
- \* Contact for Corporate package.

## PROCESS FLOW

- Schedule the proctored exam. If required by the Authority, you may need to submit relevant documents.
- The Certifying Authority (SMstudy®) verifies the

application; confirms the exam date & time.

- Take the proctored exam online.
- Upon successful completion of the exam, get an online certificate.
- The physical certificate is shipped to your postal address.
- If you are unable to pass the exam, you can schedule again by paying \$50.

# CORPORATE SALES BODY OF KNOWLEDGE

## NOTES ON CERTIFICATION EXAM

- The 'Professional' level certification exam *evaluates* the red asterisk \* Inputs, Tools and Outputs only.
- The 'Specialist' and 'Expert' level certification exam *evaluates* all the listed Inputs, Tools and Outputs.

## 1. INTRODUCTION

### 1.1. How to Use SMstudy Guide?

- 1.1.1. Process-Oriented Approach with Defined Inputs, Tools, and Outputs
- 1.1.2. Using SMstudy Guide with SMstudy.com Website and VMedu Mobile App
- 1.1.3. Certification Schema for SMstudy Certifications

### 1.2. Why Use the SMstudy Guide?

### 1.3. A Brief History of Corporate Sales

- 1.3.1. Barter System
- 1.3.2. Traditional Marketplace
- 1.3.3. Seller's Marketplace
- 1.3.4. Conventional Mass Media Marketing

- 1.3.5. Fragmented New-Age Marketing
- 1.3.6. Innovative Internet-Enabled Business Models
- 1.3.7. Sales and Marketing as a Continuum

#### 1.4. Corporate Strategy and its Relationship to Sales and Marketing

#### 1.5. Aspects of Sales and Marketing

#### 1.6. Levels of Sales and Marketing Strategy

- 1.6.1. Focus on Product or Brand Level Marketing Strategy

#### 1.7. Marketing Strategy Overview

#### 1.8. Corporate Sales Overview

- 1.8.1. Understand Sales Value Proposition and Determine Corporate Sales Channels
- 1.8.2. Prepare Organization for Sales
- 1.8.3. Training for Corporate Sales
- 1.8.4. Sales Process – Prospecting
- 1.8.5. Sales Process – Conversion
- 1.8.6. Account Management

## 2. UNDERSTAND SALES VALUE PROPOSITION AND DETERMINE CORPORATE SALES CHANNELS

### 2.1. Understand Sales Value Proposition

#### 2.1.1. Inputs

- 2.1.1.1. *Product Strategy\**
- 2.1.1.2. *Senior Management Direction and Insights*
- 2.1.1.3. *Selected Target Segments\**
- 2.1.1.4. *Product Features\**
- 2.1.1.5. *Positioning Statement\**
- 2.1.1.6. *Customer Experience and Feedback*
- 2.1.1.7. *Details of Competitive Products*
- 2.1.1.8. *Existing Marketing Research Reports*
- 2.1.1.9. *Existing Customer Database*

#### 2.1.2. Tools

- 2.1.2.1. *Desired Customer Value Analysis\**
- 2.1.2.2. *Customer-Perceived Features and Price-Analysis\**
- 2.1.2.3. *Customer Business Outcome Evaluation*
- 2.1.2.4. *Customer Win/Loss Analysis*
- 2.1.2.5. *Coherence with Corporate Strategy*
- 2.1.2.6. *Marketing Research*
- 2.1.2.7. *Meetings and Discussions*

#### 2.1.3. Outputs

- 2.1.3.1. *Sales Value Proposition\**
- 2.1.3.2. *Marketing Research Reports*

### 2.2. Determine Corporate Sales Channels

## 3. PREPARE ORGANIZATION FOR SALES

### 3.1. Plan Sales Governance

#### 3.1.1. Inputs

- 3.1.1.1. *Senior Management Direction and Insights\**
- 3.1.1.2. *Selected Metrics\**
- 3.1.1.3. *Selected Objectives\**
- 3.1.1.4. *Selected Target Segments*
- 3.1.1.5. *Finance Strategy\**
- 3.1.1.6. *Human Resource (HR) Strategy*
- 3.1.1.7. *Existing Sales Process\**
- 3.1.1.8. *Existing Marketing Research Reports*

#### 3.1.2. Tools

- 3.1.2.1. *Establishing the Sales Process\**
- 3.1.2.2. *Alignment with Corporate Strategy\**
- 3.1.2.3. *Determining Sales Organization Structures\**
- 3.1.2.4. *Customer Relationship Management Systems*
- 3.1.2.5. *Determining Sales Force Size*
- 3.1.2.6. *Territory Design*
- 3.1.2.7. *Sales Analysis\**

#### 3.1.3. Outputs

- 3.1.3.1. *Sales Process\**
- 3.1.3.2. *Sales Organization Structure\**
- 3.1.3.3. *Sales Force Size*
- 3.1.3.4. *Territories*

## 3.2. Determine Sales Targets

### 3.2.1. Inputs

- 3.2.1.1. *Selected Marketing Aspects and Targets\**
- 3.2.1.2. *Past Performance Data*
- 3.2.1.3. *Details of Competitive Products*
- 3.2.1.4. *Opportunities and Threats\**
- 3.2.1.5. *Finance Strategy*
- 3.2.1.6. *Sales Organization Structure\**

### 3.2.2. Tools

- 3.2.2.1. *Sales Forecasting\**
- 3.2.2.2. *Target Allocation\**
- 3.2.2.3. *Macro-economic Factors and Competitive Analysis*

### 3.2.3. Outputs

- 3.2.3.1. *Selected Sales Metrics\**
- 3.2.3.2. *Selected Sales Targets\**

## 3.3. Create Marketing Assets

### 3.3.1. Inputs

- 3.3.1.1. *Product Features\**
- 3.3.1.2. *Positioning Statement*
- 3.3.1.3. *Sales Value Proposition\**
- 3.3.1.4. *Marketing Strategy*
- 3.3.1.5. *Selected Target Segments*
- 3.3.1.6. *Corporate Sales Team*

### 3.3.2. Tools

- 3.3.2.1. *Meetings and Discussions\**
- 3.3.2.2. *Marketing Assets Creation Skills\**
- 3.3.2.3. *External Expertise*
- 3.3.2.4. *Digital Marketing*
- 3.3.2.5. *Branding and Advertising*

### 3.3.3. Outputs

- 3.3.3.1. *External Marketing Assets\**
- 3.3.3.2. *Internal Marketing Assets\**

## 3.4. Create Sales Compensation Structure

### 3.4.1. Inputs

- 3.4.1.1. *Human Resource Strategy*
- 3.4.1.2. *Finance Strategy*
- 3.4.1.3. *Selected Sales Metrics\**
- 3.4.1.4. *Selected Sales Targets\**
- 3.4.1.5. *Corporate Sales Team*

### 3.4.2. Tools

- 3.4.2.1. *Meetings and Discussions\**
- 3.4.2.2. *Performance Measures*
- 3.4.2.3. *Sales Compensation Plans\**

3.4.2.4. *Formula Construction*

3.4.2.5. *Compensation Plan Administration*

### 3.4.3. Outputs

3.4.3.1. *Selected Sales Compensation Plans\**

## 4. TRAINING FOR CORPORATE SALES

### 4.1. Sales and Negotiation Training

#### 4.1.1. Inputs

- 4.1.1.1. *Corporate Strategy*
- 4.1.1.2. *Sales Process\**
- 4.1.1.3. *Channel Network Design*
- 4.1.1.4. *Rules for Channel Network\**
- 4.1.1.5. *Organizational Capabilities\**
- 4.1.1.6. *Assumptions and Constraints*
- 4.1.1.7. *Marketing Strategy\**
- 4.1.1.8. *Corporate Sales Team\**
- 4.1.1.9. *Internal Marketing Assets*
- 4.1.1.10. *External Marketing Assets*

#### 4.1.2. Tools

- 4.1.2.1. *Sales Training Program\**
- 4.1.2.2. *Channel Partner Training\**
- 4.1.2.3. *Negotiation Training Program\**
- 4.1.2.4. *Trainers*
- 4.1.2.5. *CRM System*

#### 4.1.3. Outputs

- 4.1.3.1. *Trained Corporate Sales Team\**
- 4.1.3.2. *Training Processes and Documentation*

### 4.2. Product Training

#### 4.2.1. Inputs

- 4.2.1.1. *Product Strategy\**
- 4.2.1.2. *Product Features\**
- 4.2.1.3. *Sales Value Proposition\**
- 4.2.1.4. *Details of Competitive Products*
- 4.2.1.5. *Corporate Sales Team\**
- 4.2.1.6. *Internal Marketing Assets*
- 4.2.1.7. *External Marketing Assets*

#### 4.2.2. Tools

- 4.2.2.1. *Product Training Program\**
- 4.2.2.2. *Trainers*

#### 4.2.3. Outputs

- 4.2.3.1. *Trained Corporate Sales Team\**
- 4.2.3.2. *Training Processes and Documentation*

## 5. SALES PROCESS-PROSPECTING

### 5.1. Profile Target Customers and Decision Makers

#### 5.1.1. Inputs

- 5.1.1.1. *Industry Reports*
- 5.1.1.2. *Selected Target Segments\**
- 5.1.1.3. *Sales Value Proposition*
- 5.1.1.4. *Corporate Sales Team*
- 5.1.1.5. *Existing Customer Database*
- 5.1.1.6. *Acquired Customers*
- 5.1.1.7. *Senior Management Direction and Insights\**

#### 5.1.2. Tools

- 5.1.2.1. *Meetings and Discussions*
- 5.1.2.2. *Profiling\**

#### 5.1.3. Outputs

- 5.1.3.1. *Profiled Target Segment\**
- 5.1.3.2. *Profiled Decision Makers\**

### 5.2. Lead Generation and Qualification

#### 5.2.1. Inputs

- 5.2.1.1. *Profiled Target Segments\**
- 5.2.1.2. *Profiled Decision Makers\**
- 5.2.1.3. *External Marketing Assets*
- 5.2.1.4. *Senior Management Direction and Insights\**
- 5.2.1.5. *Corporate Sales Team*
- 5.2.1.6. *Sales Value Proposition*
- 5.2.1.7. *Existing Marketing Research Reports*

#### 5.2.2. Tools

- 5.2.2.1. *Digital Marketing*
- 5.2.2.2. *Cold Calling*
- 5.2.2.3. *Referrals*
- 5.2.2.4. *Trade Shows*
- 5.2.2.5. *Lead Qualifications\**
- 5.2.2.6. *CRM System*

#### 5.2.3. Outputs

- 5.2.3.1. *Qualified Leads\**
- 5.2.3.2. *Leads Assessment and Updates*

## 6. SALES PROCESS-CONVERSION

### 6.1. Needs Assessment for Each Qualified Lead

#### 6.1.1. Inputs

- 6.1.1.1. *Sales Value Proposition*
- 6.1.1.2. *Qualified Leads\**
- 6.1.1.3. *Senior Management Direction and Insights*
- 6.1.1.4. *RFXs*
- 6.1.1.5. *Corporate Sales Team*

#### 6.1.2. Tools

- 6.1.2.1. *Communication\**
- 6.1.2.2. *Interviews*
- 6.1.2.3. *SWOT Analysis*
- 6.1.2.4. *Gap Analysis*
- 6.1.2.5. *Questions\**

#### 6.1.3. Outputs

- 6.1.3.1. *Client Needs\**
- 6.1.3.2. *Enabling Conditions*
- 6.1.3.3. *Negotiation Criteria\**

### 6.2. Presentation, Overcoming Objections, and Closure

#### 6.2.1. Inputs

- 6.2.1.1. *Sales Value Proposition*
- 6.2.1.2. *Understanding of Product\**
- 6.2.1.3. *Corporate Sales Team*
- 6.2.1.4. *Senior Management Direction and Insights*
- 6.2.1.5. *Client Needs\**
- 6.2.1.6. *Enabling Conditions*
- 6.2.1.7. *Negotiation Criteria*

#### 6.2.2. Tools

- 6.2.2.1. *Meetings and Discussions*
- 6.2.2.2. *Presentation and Demonstrations\**
- 6.2.2.3. *Overcoming Objections\**
- 6.2.2.4. *Negotiation\**
- 6.2.2.5. *CRM System*

#### 6.2.3. Outputs

- 6.2.3.1. *Acquired Customers\**
- 6.2.3.2. *Value of Account*
- 6.2.3.3. *Customer Insights*
- 6.2.3.4. *Negotiation Terms\**

## 7. ACCOUNT MANAGEMENT



## 7.1. Classification of Accounts and Resources Allocation

### 7.1.1. Inputs

- 7.1.1.1. *Corporate Sales Team\**
- 7.1.1.2. *Sales Organization Structure*
- 7.1.1.3. *Value of Account\**
- 7.1.1.4. *Customer Insights*
- 7.1.1.5. *Negotiated Terms\**
- 7.1.1.6. *Client Needs\**
- 7.1.1.7. *Corporate Strategy*
- 7.1.1.8. *Organizational Capabilities*

### 7.1.2. Tools

- 7.1.2.1. *Meetings and Discussions*
- 7.1.2.2. *Classification of Customers\**
- 7.1.2.3. *CRM System*
- 7.1.2.4. *Resource Allocation\**

### 7.1.3. Outputs

- 7.1.3.1. *Classified Account\**
- 7.1.3.2. *Allocated Resources\**

## 7.2. Corporate Account Alignment

### 7.2.1. Inputs

- 7.2.1.1. *Sales Organization Structure\**
- 7.2.1.2. *Allocated Resources\**
- 7.2.1.3. *Corporate Sales Team*
- 7.2.1.4. *Corporate Strategy*
- 7.2.1.5. *Customer Insights*
- 7.2.1.6. *Senior Management Direction and Insights*

### 7.2.2. Tools

- 7.2.2.1. *Meetings and Discussions\**
- 7.2.2.2. *Ongoing Communication\**
- 7.2.2.3. *Structural Changes*
- 7.2.2.4. *Gap Analysis*
- 7.2.2.5. *CRM System\**

### 7.2.3. Outputs

- 7.2.3.1. *Aligned Corporate Accounts\**

## 7.3. Client Management

### 7.3.1. Inputs

- 7.3.1.1. *Aligned Corporate Accounts\**
- 7.3.1.2. *Corporate Sales Team\**
- 7.3.1.3. *Product Features*
- 7.3.1.4. *Negotiated Terms*
- 7.3.1.5. *External Marketing Assets*
- 7.3.1.6. *Customer Insights*

### 7.3.2. Tools

- 7.3.2.1. *Building Firm-wide Relationships\**

7.3.2.2. *Client Retention Tools*

7.3.2.3. *Promotions*

7.3.2.4. *CRM System*

7.3.2.5. *Customer Advisory Boards\**

7.3.2.6. *Account Review and Recommendations\**

### 7.3.3. Outputs

7.3.3.1. *Engaged Customer\**

7.3.3.2. *Improved Profitability and Revenues\**

## Who we are

EDDS Consulting was founded in 2012. Facilitating a growing list of clients in Pakistan as well as in the USA, UK, Belgium, UAE, Australia and Egypt. We help in creating opportunities for individuals as well as organizations to mark their way in the continuous pursuit of excellence. Our core value of service is excellence in Management Consulting & Training.



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**Brands & Certification Authorities:** 6Sigmastudy, SMstudy, NGstudy, Projstudy, SCRUMstudy, MyITstudy

EDDS Consulting offers services in three major areas: Management Consulting, General Management Training and Professional Certifications.

Main disciplines in which we provide training and certifications for are:

Project Management | Sales and Marketing |  
Scrum & Agile | Quality Management | Six Sigma  
| Negotiations Management | Lean Management  
| Time Management | Salesforce | Cloud  
Computing

We provide consulting services in:

Lean Transformation | Business Intelligence  
Solutions

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