



Management Aspirants (<http://www.managementaspirants.com/>) is a Licensed Affiliate for GAQM, ITIL and Prince2 Certifications

We offer professional certification trainings under one roof

- Project Management
- Quality Management
- Business Management
- ISO Certification
- IT Service Management and Governance

About **Certified Sales and Marketing Professional (CSMP)[™]** e-course

E-Course Outline

1. **Module 1 – Marketing and Sales**

- a. Defining Marketing
- b. Recognizing Trends
- c. Market Research
- d. Strategies for Success
- e. Mission Statements
- f. Brochures
- g. Trade Shows
- h. Developing a Marketing Plan
- i. Increasing Business
- j. Saying No to New Business
- k. Advertising
- l. Networking

2. **Module 2 – Body Language**

- a. Body language
- b. Give me some space!
- c. What's your face saying?
- d. What's your body saying?
- e. Mirroring and leading
- f. Monitoring your posture
- g. Dressing up
- h. Shaking hands
- i. Role plays and interactive activities

3. Module 3 – Dynamite Sales Presentations

- a. Getting down to business
- b. Writing your proposal
- c. Getting thoughts on paper
- d. Proposal formats
- e. Expert editing tips
- f. The handshake
- g. Getting ready for your presentation
- h. Elements of a successful presentation
- i. Dressing appropriately
- j. Presentations

4. Module 4 – Building Relationships for Success in Sales

- a. Focusing on your customer
- b. What influences people in forming relationships?
- c. Disclosure
- d. How to win friends and influence people
- e. Communication skills for relationship selling
- f. Non-verbal messages
- g. Managing the mingling
- h. The handshake
- i. Small talk and networking

5. Module 5 – Marketing with Social Media

- a. What is social media?
- b. Understanding the marketing mix
- c. Developing a social media plan
- d. Building your social media team
- e. Using social media to build internal communities
- f. Analyzing your impact with metrics
- g. Keeping on top of the trends
- h. Damage control
- i. Using Facebook, LinkedIn, and Twitter
- j. Building a blog or vlog (including using YouTube)
- k. Using specialty sites (e.g. Pinterest and Yammer)
- l. Using social media management tools
- m. Launching your plan

6. Module 6 – Basic Internet Marketing

- a. Defining Internet marketing
- b. Creating an Internet marketing plan
- c. Extending your influence
- d. E-mail marketing
- e. Search engine optimization (SEO)
- f. Advertising online

7. Module 7 – Telemarketing

- a. Verbal communication
- b. To serve and delight
- c. Exceptional things about telephone sales
- d. Building trust
- e. Negotiation primer
- f. Communication essentials
- g. Developing your script
- h. Pre-call planning
- i. Phone tag and call backs
- j. Following up and closing the sale

8. Module 8 – Branding

- a. Defining branding
- b. Creating a mission and vision
- c. Positioning your brand and developing your style
- d. Developing a brand name and slogan
- e. Creating a visual identity
- f. Living your brand and connecting with customers
- g. Launching your brand
- h. Taking your brand's pulse
- i. Measuring brand health with a balanced scorecard, SWOT analysis, and Middleton's brand matrix
- j. Interpreting evaluation results

About

1. Package

- a. This is an e-course
 - Duration: 40 hours
 - Validity: 40 days
 - After you purchase this e-course, please give us **24-48 hours** to assign this e-course to you. Orders will be processed in the sequence received
- b. The package also includes **E-Voucher for Certification Exam**
 - Exam Voucher can be used at any **Pearson VUE test center worldwide**
- c. The candidate needs to obtain passing score in the exam to receive the hard copy certificate. Certificate will be shipped to your mailing address

2. Exam

- a. **Pattern**
 - The exam comprises of 80 Multiple Choice Questions out of which the candidate needs to score 70% (56 out of 80 correct) to pass
- b. **Duration**
 - 1 hour (60 Minutes)
- c. **Closed book**
 - No external sources of information may be accessed during the exam at *Pearson Vue Test Center*
- d. **Retaking of exam**
 - If a Candidate does not pass the exam in the second (2nd) attempt, the candidate must wait for a period of at least fourteen (14) calendar days from the date of their attempt to retake the exam for third (3rd) time or any subsequent time
 - The exam can be taken any number of times
- e. **Certification Validity**
 - The **Certified Sales and Marketing Professional (CSMP)[™]** is valid for life

3. GAQM and ASIC

- a. **Global Association for Quality Management (GAQM)[™]** is a non profit organization and is a global and an Independent Certification body with a wide experience in the certification industry, offering a comprehensive portfolio of internationally recognized certifications including Lean Six Sigma, Project Management, Certified Sales and Marketing Professional[™], Business Management Professional[™], Certified Cloud Computing Certifications, Premium IT Certifications, Certified Software Tester Foundation, Intermediate and Advanced level certifications, Professional Management, Data Centre, Information Security Certifications and many more
- b. **GAQM[™] is an ISO 9001:2008 certified International Certification Body.** The Quality Management System of GAQM has been audited by an independent body (**ACM Limited**) which is accredited by the **United Kingdom Accreditation Service (UKAS)** as Accredited Certification Body
- c. **GAQM[™] is accredited by ASIC.** To know more, please visit <http://www.asicuk.com/international-directory/>
- d. The Certification programs offered by the **GAQM[™]** are accepted and recognized by employers worldwide. As an ASIC Accredited Organization, the Certification offered by the **GAQM[™]** is at par with the global standards