

Certified Sales and Marketing Professional (CSMP)[®]

Course Outline & Module Information



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What Modules are covered?

Module 1 – Marketing and Sales

- 1) Defining Marketing
- 2) Recognizing Trends
- 3) Market Research
- 4) Strategies for Success
- 5) Mission Statements
- 6) Brochures
- 7) Trade Shows
- 8) Developing a Marketing Plan
- 9) Increasing Business
- 10) Saying No to New Business
- 11) Advertising
- 12) Networking

Module 2 – Body Language

- 1) Body language
- 2) Give me some space!
- 3) What's your face saying?
- 4) What's your body saying?
- 5) Mirroring and leading
- 6) Monitoring your posture
- 7) Dressing up
- 8) Shaking hands
- 9) Role plays and interactive activities

Module 3 – Dynamite Sales Presentations

- 1) Getting down to business
- 2) Writing your proposal
- 3) Getting thoughts on paper
- 4) Proposal formats
- 5) Expert editing tips
- 6) The handshake
- 7) Getting ready for your presentation
- 8) Elements of a successful presentation
- 9) Dressing appropriately
- 10) Presentations

Module 4 – Building Relationships

- 1) Focusing on your customer
- 2) What influences people in forming relationships?
- 3) Disclosure
- 4) How to win friends and influence people
- 5) Communication skills for relationship selling
- 6) Non-verbal messages
- 7) Managing the mingling
- 8) The handshake
- 9) Small talk and networking

Module 5 – Marketing with Social Media

- 1) What is social media?
- 2) Understanding the marketing mix
- 3) Developing a social media plan
- 4) Building your social media team
- 5) Using social media to build internal communities
- 6) Analyzing your impact with metrics
- 7) Keeping on top of the trends
- 8) Damage control
- 9) Using Facebook, LinkedIn, and Twitter
- 10) Building a blog or vlog (including using YouTube)
- 11) Using specialty sites (e.g. Pinterest and Yammer)
- 12) Using social media management tools
- 13) Launching your plan

Module 6 – Basic Internet Marketing

- 1) Defining Internet marketing
- 2) Creating an Internet marketing plan
- 3) Extending your influence
- 4) E-mail marketing
- 5) Search engine optimization (SEO)
- 6) Advertising online

Module 7 – Telemarketing

- 1) Verbal communication
- 2) To serve and delight
- 3) Exceptional things about telephone sales
- 4) Building trust
- 5) Negotiation primer
- 6) Communication essentials
- 7) Developing your script
- 8) Pre-call planning
- 9) Phone tag and call backs
- 10) Following up and closing the sale

Module 8 – Branding

- 1) Defining branding
- 2) Creating a mission and vision
- 3) Positioning your brand and developing your style
- 4) Developing a brand name and slogan
- 5) Creating a visual identity
- 6) Living your brand and connecting with customers
- 7) Launching your brand
- 8) Taking your brand's pulse
- 9) Measuring brand health with a balanced scorecard, SWOT analysis, and Middleton's brand matrix
- 10) Interpreting evaluation results

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