



# **Sales & Marketing Executives International (India)**



## Sales & Marketing Executives International, Inc

Sales & Marketing Executives International is the only worldwide knowledge growth and relationship-building forum created for sales and marketing executives and entrepreneurs who seek professional growth in experience, leadership skills and peer contact

### SMEI History

In 1935, IBM Founder Thomas Watson Sr.; Raymond Bill, founder of Sales and Marketing Management Magazine, and other visionaries invited the presidents of many Sales Managers' Clubs to New York City to discuss forming a network of sales and marketing executives. The result was the National Federation of Sales Executives, the first of several names for SMEI.

By the late 1940s, the association included more than 40 countries and was the largest in the world for sales and marketing managers. In 1949 it became National Sales Executives (NSE)-International and in 1961 became SMEI. Its members are the top CEOs and heads of marketing or sales departments for the world's leading companies.

### Five Founding Principles™

With over 10,000 members around the world, SMEI is focused on its Five Founding Principles™:

- Professional Identification & Standards
- Continuing Education
- Sharing Knowledge
- Assisting Students
- Supporting Free Enterprise

### Mission

Sales & Marketing Executives International (SMEI) is the worldwide organization dedicated to ethical standards, continuing professional development, knowledge sharing, mentoring students and advancing free enterprise.

### Vision

- **The Profession:** SMEI is the acknowledged thought leader that advances the contribution of the sales and marketing profession to the success of organizations worldwide.
- **The Member:** SMEI is respected by its members, their companies and the business community for dedication to, and practice of its.
- **The community:** SMEI embodies ethical sales and marketing professionals who contribute to their community.

### Rationale-SMEI (India)

The specific purpose of SMEI (India) is to assist Presidents, CEO's, Owners, Sales and Marketing managers and executives, Account Executives and Students through the exchange of ideas and knowledge. It also enables them to keep abreast of new ideas and techniques and serves as a point of contact with their peer contacts.

## About SMEI (India) Awards and Recognitions

SMEI encourages excellence and dedication by supporting awards to those who practice the highest standards and make significant contributions to the organization and the profession.

- Distinguished Sales & Marketing Awards™
- Academy of Achievement Awards
- Marketing Excellence Awards
- Marketing Statesman of the year
- Excellence in Marketing

## Professional Certifications from SMEI (India)

For the credibility of sales and marketing profession, it is important to recognize those who have met and surpassed high standards of education, experience, knowledge, and ethical conduct. SMEI has established sales certification and marketing certification programs for its members in order to be able to use its professional designations

- Certified Marketing Executive (CME®) - For marketing managers and top level executives.
- Certified Sales Executive (CSE®) - For sales managers and top level executives.
- SME Certified Professional Salesperson (SCPS®) - For sales representatives and professionals

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. These certificates indicate a high level of professionalism to both coworkers and customers, increasing your value in the market place.

- **Leadership**-- Sales Certification and Marketing Certification signify that you are dedicated to continuous improvement of yourself and your staff.
- **Recognition**-- Only the top sales and marketing professionals seek sales certification and marketing certification, indicating that you are a leading sales and marketing professional.
- **Knowledge**-- Sales Certification and Marketing Certification improves your understanding of the most current sales and marketing processes and trends.

## Why join SMEI (India)?

At SMEI India you can build long-lasting relationships to further your career. We gather for seminars, events, workshops and networking opportunities. These are all devoted to improving your performance both professionally and personally. If you are involved as an executive in sales or marketing, SMEI is for you. We have lot of opportunities and benefits for you to be become SMEI India member:

**Corporate Members:**

- Cutting-edge information to help them in their positions
- Networking opportunities with peers for industry-related information
- Ability to form alliances
- Career development for future opportunities
- Support relationships available for outsourcing opportunities
- Further education through certification

**Sole Practitioners:**

- Network opportunities for contacts, ideas and business opportunities
- Virtual organization; a source for business advice
- Alliances to help support services for your customers
- A sense of belonging
- Opportunity to gain further education through certification

**Business Owners and Sales & Marketing Managers:**

- New business opportunities
- Resources helpful to their sales and marketing responsibilities
- Credentials to help support their businesses

**Service Providers:**

- Customer base growth and complimentary alliances
- Sales techniques and access to new opportunities
- Target market insight

**Statement of Benefits**

One of the benefits of membership in SMEI (India) is the ability to have your name and contact information listed in the "Who's Who in Sales & Marketing" available to other members. This is the world's largest online directory in this category. The information available in this directory is controlled by your preferences in your online membership profile. Your contact information is protected for access by members only and is never sold or given to third parties.

- Subscription to the quarterly Marketing Times, the SMEI member magazine
- Access to the SMEI Exchange, an online knowledge base for sales and marketing to which you can ask questions and submit your own articles
- Discount to obtain your professional sales or marketing certification designation
- Member only pricing to attend SMEI events including webinars..... and much more

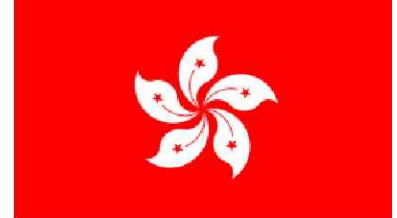
- Connect with your peers
- Discover new resources
- Excel and grow your business



Canada



China



Hong Kong



India



Mexico



Netherlands



Puerto Rico



USA

## Sales & Marketing Executives International

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