

RIYADH, Saudi Arabia, October 8, 2013 /PRNewswire/ --

Sales and Marketing Executive International, the largest non profit professional development association dedicated for sales and marketing with more than 25 thousand member cross the world with their HQ in New York since 1935, has opened a series of chapters in Middle East.

[ABJAD consulting](#)

the leading sales and marketing consulting and optimizing company in MENA region will be responsible for managing

[SMEI Arabia](#)

in

Saudi Arabia

and other Middle Eastern countries as well.

[ABJAD](#) Alliance with SMEI will expand to Middle East through [SMEI Arabia](#) . The Agreement will allow [ABJAD](#)

consulting through

[SMEI Arabia](#)

to present Professional Certification programs in sales and marketing.

[SMEI Arabia](#)

provides three global certification programs in sales and marketing. Two of them are dedicated for sales and marketing managers. Certified Sales Executive, CSE® & Certified Marketing Executive, CME®. The other Certificate is dedicated for professional sales person and has the designation of SCPS®, SMEI Certified Professional Sales Person.

Mr. Ammar Shami, M.Sc., CSE®, PMP®; The president and chairman of SMEI Arabia in Middle East

has explained the importance of sales and marketing certification programs in Middle East. "The Distribution network of companies and the expanding structure of the organizations in Middle East

has made sales and marketing management as a first priority to Investors. We need also to note that all functional departments as HR, Accounting and to some extent production are getting more stable and standardized in Middle East

. On the contrary sales and marketing has the most unstable departments in the MENA region. Moreover, challenges of competition on the market share within the globalization context has put much emphasizes on sales and marketing".

The Nature of sales and marketing profession in Middle East has changed radically in the last 10 years. More leaders and C-level executive are coming from sales and marketing background. According to a survey in Gulf Business News; the highest salaries paid in 2012 are for senior sales and marketing positions with an average of 12 thousand USD per month.

[SMEI Arabia](#) will add to the professional development and contribute to the standardization of Global Body of Knowledge in Sales and Marketing in MENA region. Currently, [SMEI Arabia](#) have members from Pharmaceuticals, food, Biomedical, construction, FMCG, agribusiness sector.

[SMEI Arabia](#) will fill a gap in providing professional globalized sales and marketing association in Middle East

[SMEI Arabia](#) is looking to expand its Authorized Training Center and Consulting Network in the region. SMEI Activities will not be limited to SMEI International programs but will provide top US and middle eastern sales and marketing consultants for training and exchange of knowledge with organizations in Middle East

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