

Program Testimonials

"The Sales Academy was a very informative and enjoyable experience. It was the perfect start to my technical knowledge of our products and the variety of industries that we are involved in!"



Lisa T., University of Southern California



"The extensive training in the Sales Academy has prepared me to bring value to our customers by proposing solutions to the problems they experience with pneumatic technology."

Odilon M., IUPUI

"The Sales Academy training has given me the knowledge and confidence required to become an effective sales person. I have experienced a multitude of trainers who genuinely care about helping me become successful and fully prepared in my career with SMC."



Courtney S., Taylor University



"After graduating from the academy, I feel that I am more conversational about pneumatic and automation equipment. I know that I can be successful out in the field by utilizing the tools and resources learned in the SMC sales academy."

Adam P., Ball State University

"Whether you have a technical background or not, the Sales Academy sets you up for success both in sales and in SMC specifics. You meet lifelong connections and get real on-the-job experiences along the way! It is definitely one of a kind and a program you won't find anywhere else."



Danielle B., Rutgers University



The SMC Sales Academy was a positive experience giving insight into SMC's role in the automation industry. The technical and professional training I received has made the transition to an Account Representative seamless."

Trenton K., Indiana University

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Automation • Controls • Process

Sales Academy Program



*Developing Creative Minds
to Provide Customer Solutions*



Sales Academy Program

Who is SMC?

SMC is a global manufacturer of components for the Automation, Controls, and Process industries. Since our founding in 1959, we have become the global leader in pneumatic components and have since diversified our product lines to fulfill new customer demands with comprehensive control equipment. Our vision to be the global standard for sustainable automation is realized by partnering with our customers through continued support to discover energy savings and technological improvements.

- Automotive
- Semiconductor/Electronics
- Machine & Tool
- Heavy Vehicle
- Life Science
- Food & Packaging
- Alternative Energy
- Resource Projects

Why the Sales Academy?

The SMC Sales Academy is a sales development program designed to provide training of our extensive product line, proficiency of our corporate sales strategies, familiarity of our manufacturing methods, and competency of our internal support processes.



While in this program, trainees spend approximately 20 weeks at SMC's corporate headquarters building the foundation for a rewarding sales career. After that, they move to one of their preferred office locations for 3-6 months to finalize branch and territory integration. Following completion of the program, trainees are equipped with the necessary skills to provide solutions as account representatives.

Training Curriculum

The curriculum is structured to supply fundamental information and develop essential skill sets needed to excel within industrial sales.



Technical Training

- Product Introduction
- Pneumatic Processes
- Technical Resources
- Product Research
- Online Technical Training

Sales Training

- Corporate Orientation
- Sales Strategies
- Sales Product Tools
- Customer Relations
- Sales Force Management



Area Training

- Production Processes
- Central Warehousing
- Administrative Support (Engineering, Marketing, etc.)



Process Training

- Sales Order Management
- Customer Support Functions
- Claims Management
- Returns Management



Corporate Dormitory



Corporate headquarters features a dormitory for long term visiting employees who require the convenience of staying on campus.



In these fully furnished living quarters, common areas include kitchens, lobbies, dining areas, a business center, and forty individual rooms.



Branch Transition

Once a trainee arrives at their branch, they will study the local industry, customers, and market conditions, as well as receive mentorship from seasoned sales professionals.