

# PRACTITIONER Development & Certification Program Guidelines ▶ ▶ ▶



[www.cei-certification.org](http://www.cei-certification.org)

# UNLOCK YOUR POTENTIAL

with Best-in-Class Learning & Certification



## Purpose

The **Practitioner Development & Certification** program is designed to equip professionals with **best-in-class commercial excellence knowledge** and validate their expertise through a recognized certification.

Unlike traditional certifications, this program provides **exclusive access to top-tier learning materials**, allowing participants to deepen their skills, apply industry-leading frameworks, and gain a competitive edge in their careers.

## Benefits



### Learn from Industry Experts

Gain **exclusive access to top-tier learning materials curated by experts** in strategy, sales, pricing, and marketing. Our comprehensive curriculum covers the latest frameworks, case studies, and best practices.



### 30% higher salaries

**Certified professionals in ComEx earn 30% higher salaries** than their peers. Why? Because companies are investing in pricing strategies, salesforce effectiveness, and revenue growth management. This certification positions you as a **high-value professional** in a competitive market.



### Accelerate Your Career 2x Faster

The ComEx certification isn't just another credential - it's a **career accelerator**. Certified professionals **advance to leadership roles 2x faster**, securing key positions like Head of Revenue Growth or Commercial Director. This certification propels your career forward.



### Join the Global Elite

**With 50M+ commercial leadership roles globally**, CEOs and Private Equity firms seek **commercially excellent leaders** for high-impact positions. This certification sets you apart and proves you're ready to lead in Commercial Excellence.

# HOW WE OPERATE

## 1. Application Submission

- **Application Form:** Practitioners begin by submitting an application form, providing details about their background, qualifications, and intent to pursue certification

## 2. Fee Payment

- **Upfront Fee Payment:** The certification fee is paid upfront, granting access to **premium learning materials, examination rights, and administrative support**

## 3. Document Submission & Initial Review

- **Submission of CV & Supporting Documents:** Practitioners provide an updated CV and relevant credentials (e.g., educational qualifications, prior certifications) to verify eligibility
- **Preliminary Assessment:** CEI reviews the submitted documents to confirm completeness and eligibility
- **Request for Additional Information (if needed):** If any documents are missing or need clarification, CEI contacts the practitioner for further details

## 4. Course Access & Learning Phase

- **30-Day Access to Course Material:** Once the documentation is approved, practitioners receive access to CEI's **structured learning modules, best practices, case studies, and exam preparation resources**
- **Self-Paced Study:** Practitioners can explore the content at their own pace, leveraging interactive tools to enhance learning

## 5. Exam Enrollment & Scheduling

- **Quarterly Exam Sessions:** Practitioners must enroll in one of the scheduled **monthly exam sessions** within their 30-day study period, allowing flexibility in preparation

## 6. Examination & Evaluation

- **Certification Exam:** A structured assessment evaluating understanding of **commercial excellence principles, practical application, and decision-making skills**
- **Proctoring & Integrity:** CEI ensures exam integrity through **secure online proctoring**

## 7. Certification Issuance

- **Final Review:** The CEI certification board conducts a final review based on exam results

## 8. Ongoing Professional Development & Re-Certification

- **Continuous Learning:** Certified practitioners are encouraged to engage in **ongoing professional development** to stay updated on industry best practices
- **Re-Certification:** After a specified period, practitioners may apply for **re-certification**, which may involve updated assessments or proof of continuing education

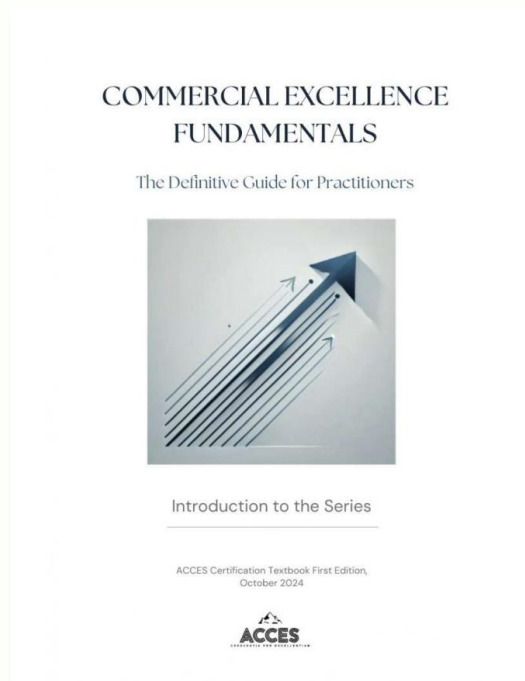
A CLEAR PATH TO MASTERY

# ACCESS

## BEST-IN-CLASS LEARNING

From the moment you confirm your enrollment and complete the payment, you gain access to an exclusive collection of **best-in-class learning materials**, designed to equip you with the knowledge and tools to excel in commercial excellence.

Our resources are designed for those who seek to build expertise at their own pace, whether they are new to the field or looking to deepen their understanding.



With our educational materials, you get:

- ✓ **Expert-Curated Content:** Comprehensive learning resources developed by industry leaders
- ✓ **Structured Learning:** A clear, step-by-step approach to mastering Commercial Excellence
- ✓ **Independent Study, Lasting Impact:** Learn at your own pace, with materials that support both beginners and experienced professionals

**Time-Limited Access:** Your materials will expire immediately upon passing the final exam to maintain the integrity of the program



# Learn. Apply. Excel.

We provide the knowledge and tools professionals need to master all commercial areas:

## Commercial Strategy & Marketing:

Master customer intelligence, branding, and go-to-market strategies while learning best practices to drive revenue growth

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## Organization, Talent & Incentives:

Learn how to design scalable organizational models, optimize workflows, and implement incentives and leadership development programs that drive long-term success

## Strategic Pricing & Commercial Terms:

Develop a structured, data-driven approach to business success, while optimizing pricing strategies to maximize profitability and competitive positioning

# CERTIFICATION LEVELS

## Certification level:

## Criteria for Awarding:

1

### White Belt

Understands basic principles of commercial excellence, including customer insights, sales operations, and pricing principles. Supports commercial activities, assists in data gathering, and contributes to tasks under guidance

- **Assessment:** Passing exam with entry level score on a foundational multiple-choice test covering core terminology and basic concepts
- **Experience:** No prior experience required; suitable for entry-level team members or those new to commercial excellence roles

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### Yellow Belt

Understands foundational concepts of commercial excellence, can support basic implementation tasks in a team setting & assists with data collection & entry-level analysis, supports communication, responsible end-to-end for ad-hoc tasks

- **Assessment:** Passing exam with a medium rated score on a multiple-choice test covering core terminology and key concepts
- **Experience:** 1-2 years of relevant experience

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### Green Belt

Able to apply commercial excellence principles independently, conducts basic diagnostics and identifies improvement opportunities & manages small projects and supports team initiatives in commercial functions

- **Assessment:** Passing exam with a high rated score on a multiple-choice test covering all key concepts. Score needs to be in the top 20% percentile in all but one Comex areas (Strategy, Sales, Marketing, Pricing, Organization, Incentives, KPIs and Frameworks).
- **Case study:** Successfully passing a case study, which consists of diagnosing a commercial issue
- **Experience:** 3-5 years of relevant experience, demonstrated application of key concepts in a corporate environment since, unless overall tenure is >5 years

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### Black Belt

Leads projects on commercial excellence independently, proficient in conducting diagnostics, implementing solutions, and measuring impact & coaches teams and drives adoption of best practices across departments

- **Assessment:** Passing exam with a high rated score on a multiple-choice test covering all key concepts. Score needs to be in the top 15% percentile in each of the Comex area.
- **Case Study:** Complete a complex case study in multidisciplinary areas
- **Interview:** Situational role play
- **Experience:** 5-8 years of relevant experience in at least 2 commercial areas, Green belt for at least 1 year

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### Master Black Belt

Strategically leads commercial excellence initiatives across multiple teams, designs and optimizes commercial processes and frameworks, advises senior leaders on commercial strategy & mentors Green and Black Belts on project execution and diagnostics

- **Assessment:** Passing exam with a high rated score on a multiple-choice test covering all key concepts. Score needs to be in the top 10% percentile in each of the Comex area.
- **Case Study:** Successfully passing a case study focused on strategic foresight and cross-functional expertise
- **Interview:** Project portfolio review
- **Experience:** 5-8 years of relevant experience in at least 3 commercial areas

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### Champion

Provides executive sponsorship and strategic oversight for commercial excellence, ensures alignment of commercial excellence with organizational goals & builds and fosters a culture of continuous improvement across the organization

- **Assessment:** Executive review and demonstration of strategic impact
- **Case study:** Successful review of previous case studies or projects
- **Interview:** Situational role play
- **Experience:** Senior leadership role and 15-25 years relevant experience in at least 4 commercial areas, Master Black belt for at least 1 year

# EXPERIENCE & ASSESSMENT

Practitioners' experience is assessed based on their exposure to several commercial functional areas:

SALES	Direct Sales, incl. Account Management, Channel Management, Sales Operations, Sales Excellence/Enablement
MARKETING	Brand and Category Management, Market Strategy including Research and Analytics, Advertising and Promotion
PRICING	Pricing Strategy & Analysis, Discount & Promotion Management (incl. Commercial Terms)
COMMERCIAL FINANCE	Financial Planning & Analysis, Budgeting / Business case
COMMERCIAL ENAMBLEMENT	Customer Experience & Success, Training and development, CRM
STRATEGY	Commercial Strategy & Transformation, incl. Market and Competitive Analysis, Innovation and Business Model Design, Strategic Risk and Opportunity Assessment, Digital Transformation Strategy, and Strategic Partnerships and Alliances, PMI
HR	Training and development, Talent management, hiring, Incentives Plans

# WHAT WILL YOU RECEIVE



Upon successful completion of the assessment, you will receive your official certification and digital badge