

It's time to shine



Advanced Certificate in Professional Sales
Management Practice (Intensive residential)

CIM ACADEMY

Course guide

About CIM Academy

A qualification from The Chartered Institute of Marketing (CIM) can arm you with the tools and techniques to be a professional sales person and will help accelerate your career.

A qualification gained from CIM Academy will not only help you gain that qualification faster, it represents an excellent return on investment.

Why CIM Academy?

By studying this qualification with The Chartered Institute of Marketing (CIM)'s own study centre, CIM Academy, you will have access to:

- **The highest quality resources and expertise**
- **Exceptional tuition from course directors who are leaders in their field**
- **A highly supportive network from course directors, a dedicated CIM Academy support team and fellow delegates**
- **Excellent pass rates and awards for outstanding achievement**
- **An unrivalled reputation – over 90% of our delegates would recommend us**
- **A pay as you learn option and prices which include CIM membership and assessment fees**



Our **intensive residential programme** consists of intensive, residential sessions of two to three days over a number of months. In addition to this programme, we offer:

1. **Virtual Learning programmes** – study at your own pace from any location, whilst interacting in live tutorials with course directors and fellow delegates
2. **Blended online programmes** – a mix of online learning through interactive tutorials and face to face workshop days
3. **Customised company training** – tailored qualification programmes delivered in-house to a group of employees

Overview

The **Advanced Certificate in Professional Sales Management Practice** is for individuals looking to build on practical skills in operational sales management, or account management. The programme has been designed by CIM Academy and is based upon the National Occupational Standards for the sales profession.

Who is it for?

- Current sales or account managers working at an operational level
- Those moving into a sales management or an account management position
- Experienced professionals who want to formalise their practical experience in the sales/business environment
- Individuals looking to build knowledge gained at Certificate level

What you will learn

You will learn:

- How to recruit, lead and motivate your team
- Writing and implementing effective sales strategies and plans
- Evaluating achievement and monitoring performance
- Identifying your own training needs
- Preparing a personal development plan



Please note: We also run the **Certificate in Professional Sales Practice** for those starting a career in sales. Please contact the CIM Academy team for more details.

Course structure and start dates

The **Advanced Certificate in Professional Sales Management Practice** is an intensive, residential programme that consists of 11 days training over a period of six months. Delegates will need to attend four sessions (of 3 x 3 days and a final 2 day workshop) in sequence and will need to spend between eight and ten hours per week reading and studying.

There are four business related assignments to complete. One of these will be practical, two will be written assignments based on the module content, and the final one is a significant work-based project. Assignments usually take between 40-50 hours to complete.

The structure of these modular programmes is unique in our industry, in that the delegates' performance is assessed on an ongoing basis, rather than sitting the 'big exam' at the end of a course of study.

Start Dates

Streams commence in March and September each year. Please view our course schedules on our website for more information.

Supporting you all the way - CIMCity – your online learning environment

CIMCity is the online learning community supporting you throughout your studies with CIM Academy. It provides access to online tutorials and allows you to collaborate with other delegates and course directors. It also offers support and assistance throughout your studies through the CIM Academy learner support team and course directors, who are online to provide assistance for both technical and course related queries, as well as provide encouragement and motivation with your studies.

CIMCity hosts a range of online tools, templates, podcasts and links to relevant reading that you can use in your workplace as well as in your assignments. These are all combined within a structured programme of learning to help you balance the challenge of a demanding work environment with studying for a professional qualification.



Course content

Module 1 – Managing Sales People

This module identifies the characteristics of a successful sales force, and covers the basics of recruitment, motivation, and training and development. It also explores internal relationships to support the sales team and customer accounts.

By the end of this subject, delegates should be able to:

- **Recruit sales team members**
- **Lead a sales team**
- **Provide learning opportunities for colleagues**
- **Monitor and evaluate sales team performance**
- **Work effectively with other business functions in support of the customer**



Module 2 – Organising for the customer

This module enables the Manager to organise resources effectively - including information, systems and skills.

By the end of this subject, delegates should be able to:

- **Identify their own training needs through preparing a skills audit**
- **Prepare a personal development plan and identify strategies for improvement**
- **Build and deliver customer service and customer care support**
- **Use information to make sales related decisions and recommendations**
- **Prepare and present proposals**

Course content

Module 3 – Professional Sales Planning

This module helps delegates to develop and implement sales plans effectively. The practical aspects include the skills required to deliver professional, high impact presentations of their plans.

By the end of this subject, delegates should be able to:

- **Create effective sales strategies and plans which contribute to the overall business plan**
- **Plan sales activities**
- **Set departmental, team and individual objectives for the achievement of the plan**
- **Monitor progress against targets**
- **Evaluate achievement and review plans**
- **Establish and understand potential market segments**
- **Work with marketing to develop new products and services**
- **Set and manage sales budgets**

Module 4 – Professional Sales Management in Practice

This module brings together the learning from the first three modules and, with tutor support, delegates put together a proposal for a work-based project and complete a significant piece of work to solve a work-based problem.

Entry requirements

CIM Academy has its own entry criteria and applicants are assessed on an individual basis. However, we recommend that you have one or more of the following in order to apply:

- At least three years sales experience, one of which should be at management level
- A good first degree
- NVQ level 3 sales
- NVQ level 4 any subject
- The Professional Certificate in Sales Practice

Please note: Tuition and assessments are in English so delegates need to have a good level of oral and written proficiency in the language.

Technical specifications

The recommended minimum specification of your PC is as follows:

- Microsoft Windows 2000 Operating System (or the equivalent for Mac) or later.
- Pentium II 233Mhz with 128MbB of RAM, at least 5MB of free disk space

- SVGA Graphics card with screen resolution set to at least 800 x 600, High Color (16 bit)
- Windows compatible sound card
- Broadband connection to the Internet
- Headset or Speakers
- Microsoft Internet Explorer v6 or later, Netscape Navigator v4.7 or Firefox
- Pop-ups and Java script enabled for cimcity.co.uk
- Flash plug-in – Version 8 or later
- To download a free copy of the Flash plug-in go to <http://www.macromedia.com/go/getflashplayer>
- Acrobat Reader – Version 8 or later

Quick test: To see if your computer is able to access our online requirements, please visit:

https://admin.adobe.com/common/help/en/support/meeting_test.htm



Bookings

Bookings should be made via the CIM Academy team at The Chartered Institute of Marketing. Please call us on +44 (0)1628 427240 or visit www.cimacademy.com and complete an online enquiry form. Please send an up to date CV with your booking.

Start dates

Streams commence in March and September each year. Please view our course schedules on our website for more information or contact the CIM Academy team.

All-inclusive price

£4,995 + VAT. This price includes tuition for all units, 24/7 access to CIMCity, core reading books, study materials and full board accommodation in en suite single study bedrooms in our Moor Hall Training Complex. **Please note:** Unlike other study centres, it also **includes £160 of CIM student membership, £280 CIM assessments.** And we take care of the administration for you, leaving you to concentrate on your studies.

Pay as you learn

We appreciate the pressures on budgets and that a number of delegates are self funding their studies, and so we offer staged payment options which literally means CIM Academy students can 'pay as they learn'. **Please note:** Conditions apply. Please contact us for full details.



To find out more about CIM Academy qualifications
Contact: CIM Academy
Call: +44 (0)1628 427240
Email: cimacademy@cim.co.uk
Complete an enquiry form at www.cimacademy.com
