

It's time to shine



Certificate in Professional Sales Practice
(Blended online)

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 **blended online programme** offers a flexible way of studying CIM qualifications, providing a mix of online learning through interactive tutorials and face to face workshop days, over a nine month period.

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. **Residential programmes** – intensive, residential sessions of two to three days duration over a number of months
3. **Customised company training** – tailored qualification programmes delivered in-house to a group of employees



Overview

The **Certificate in Professional Sales Practice** provides a thorough and intensive introduction to sales. It will equip individuals with the knowledge and skills to sell with greater confidence – and success.

Who is it for?

- For those starting a career in sales
- A refresher for those who have had little formal training
- Individuals from other disciplines who wish to improve their personal selling skills

What you will learn

You will learn:

- Important aspects of the sales process
- How to use market information to sell more effectively
- How to put together a presentation that sells
- How to making a sales call
- How to identify customer needs
- How to overcome customer objections
- Ways of improving your sales skills and personal selling style
- The benefits and techniques of networking
- Recognising and acting on opportunities for cross- and up-selling



Please note: We also run the **Advanced Certificate in Professional Sales Management Practice** for those wishing to build expertise in operational sales management. Contact the CIM Academy team for more details.

Course structure and start dates

The programme blends interactive online tutorials with four face-to-face workshops over a period of six months. 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. We recommend that delegates allow an average of four hours study time per week in addition to this assessed work.

Start Dates

Streams commence in January and July each year. Please view the course schedules on our website for more information or contact us.

Benefits of blended online learning

This programme combines a blend of online tutorials and face-to-face workshop days at CIM Academy. The benefits of studying in this format are:

- **Flexibility – you can choose when to study and at your own pace**
- **Interactive, engaging online tutorials**
- **Face-to-face workshops reinforce online learning, allowing for interaction and practical application**
- **Assessment through work related assignments rather than exams**
- **Support network of CIM Academy team, Course Directors and fellow delegates**
- **Access to CIMCity, your online personal learning environment**

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 – The Sales Process

This module builds awareness of the need to gather and analyse market information to form effective sales plans and work with marketing to generate ideas for new product developments. It also covers the practical stages in making a sales call.

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

- Obtain and analyse market information
- Make recommendations to the marketing department on new product development
- Match products and services to markets and market conditions
- Prepare a sales presentation
- Identify customer needs
- Present benefits to meet customer needs and overcome objections
- Gain commitment to sales actions and agree terms and conditions



Module 2 – Professional Sales Skills

This module gets delegates to manage themselves more effectively by carrying out a personal audit and developing a personal action plan to enhance their performance. It explores the benefits of networking and making presentations and proposals.

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

- Perform a personal skills audit
- Prepare a personal development plan including setting personal objectives and identifying strategies for achievement
- Manage their time effectively – identifying priorities for action
- Develop and maintain personal networks of contacts – meeting needs for information and resources
- Deliver professional presentations to groups, and evaluate their own performance
- Develop, submit and follow-up proposals to customers

Course content

Module 3 – Understanding the Customer

This module highlights various aspects of customer relations that contribute to effective achievement of sales. It covers decision making units, legal and regulatory requirements as well as customer service and opportunities for cross- and up-selling

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

- **Contact customers, influencers and decision makers using a variety of methods**
- **Demonstrate an understanding of relevant legal, ethical and regulatory requirements**
- **Liaise with colleagues in the organisation in dealing with customer complaints**
- **Gather and evaluate customer feedback**
- **Take appropriate action based on a balance of customer feedback and business needs**
- **Advise on opportunities for cross- and up-selling**

Module 4 – Professional Sales 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.

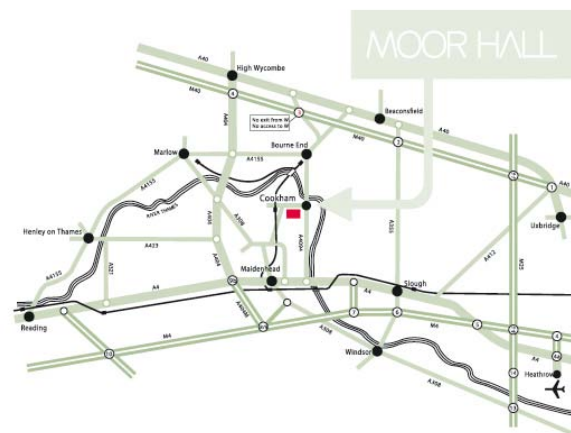
Our training venue



Moor Hall, Cookham

Focused and effective training must be conducted in a relaxed and stress free environment. We believe we have that environment here at Moor Hall, our purpose-built training and conference complex in Cookham, Berkshire. Aside from being the home of The Chartered Institute of Marketing, the venue provides a high quality learning environment set in a beautiful tranquil location next to the River Thames.

The venue is conveniently located within easy reach of international airports, major road and motorway networks and main route rail stations. The complex comprises a beautifully appointed 80 bedroom hotel, superb garden view restaurant, a cocktail lounge for relaxation and entertainment plus a purpose-built recreation centre. Delegates have direct access to world-class marketing resources through the CIM Library based at the venue.



Entry requirements

This is an introductory level course and there are no specific entry requirements. Applicants will be assessed by CIM Academy on an individual basis.

Please note that 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.

All-inclusive price

£2,600 plus VAT. This price **includes £120 CIM student membership during your studies, £280 assessments,** tuition including workshop days, 24/7 access to CIMCity and study materials. And, we take care of the administration for you, leaving you to concentrate on your studies.

Start Dates

Streams commence in January and July each year. Please view the course schedules on our website for more information or contact us.

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.



Be brilliant

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
