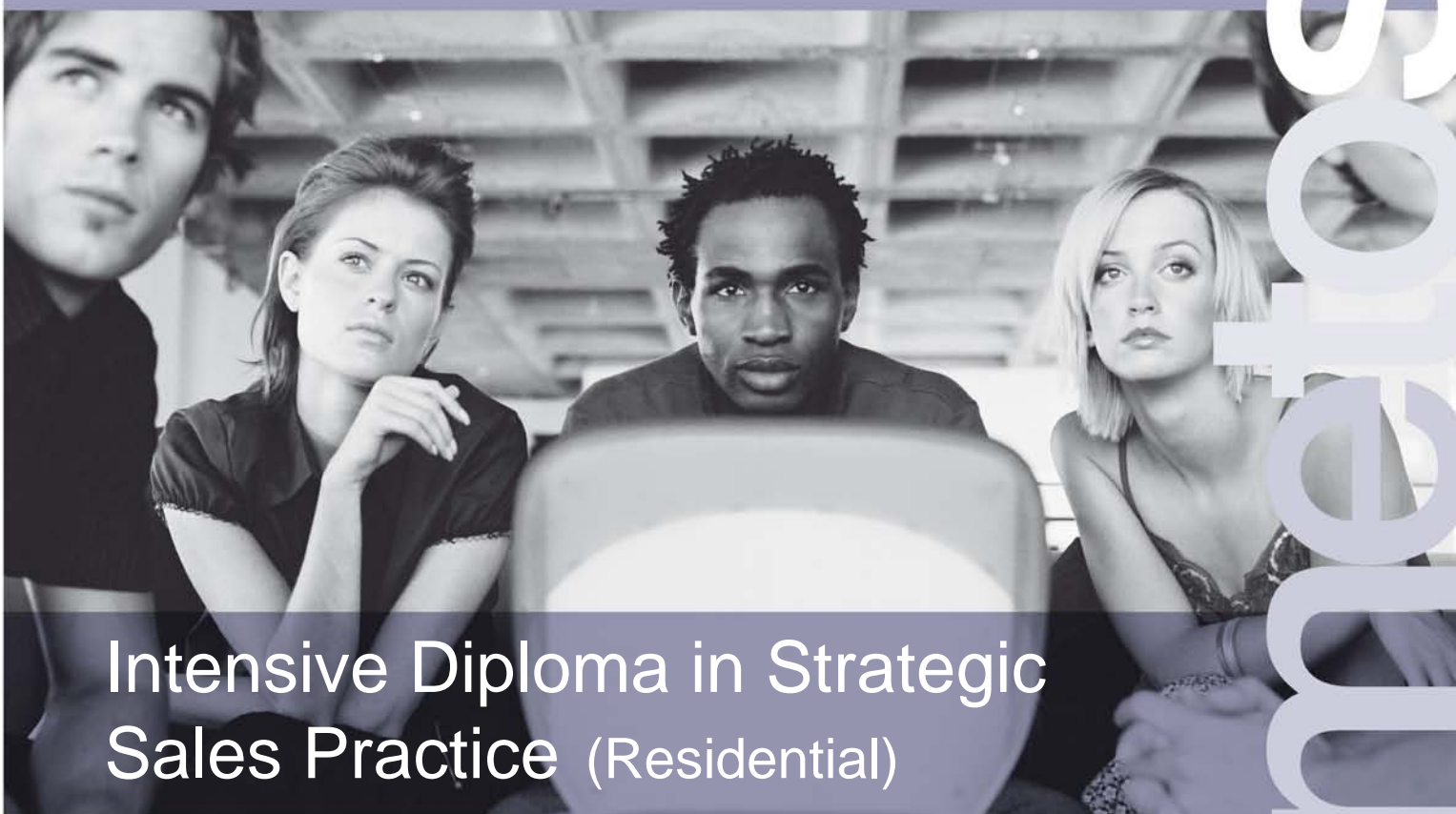


It's time to shine



Intensive Diploma in Strategic
Sales Practice (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?

As the only study centre owned by The Chartered Institute of Marketing, CIM Academy is based at Moor Hall, the home of CIM. We pride ourselves on providing specially developed intensive study options designed to get students through their studies quickly and efficiently. Whichever study route you choose, studying with CIM Academy gives you 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 **Intensive Diploma in Strategic Sales Practice** is a programme where delegates will be guided through debate and discussion to uncover solutions to real-life business issues. This diploma is designed for commercially experienced sales practitioners, allowing delegates to learn together in a group, openly sharing their knowledge and personal experience.

Who is it for?

- Experienced practitioners with at least five good years sales experience, at least two of which should be at senior level
- Current and potential Sales Directors

What you will learn

- How to anchor your selling skills to a strong theoretical base
- A set of frameworks and models that can be used in a variety of sales situations
- Understanding what drives successful relationship building
- Championing the strategic role of selling as a driver of business success
- Leading the development of innovative sales and sales management strategies



On completion you can gain access to the MA (Sales) programme at Portsmouth University.

Course structure and start dates

This qualification is an intensive, residential programme that consists of 12 days training over a period of six months. Delegates will need to attend four residential sessions (of 3 x 3 days, 1 x 2 day and 1 day of tutorial support) 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.

Start Dates

Streams commence in January and July of each year. Please see the course schedules on our website for exact dates.

Benefits of residential learning

Delegates attending intensive residential sessions will benefit from:

- Guided learning with high quality trainers
- Intensive sessions where concepts are explored in groups
- Assessment is through business related assignments rather than exams
- Networking with other professionals at similar levels in a variety of businesses
- Support network of CIM Academy team, Course Directors and fellow delegates
- Access to CIMCity, your online personal learning environment

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.

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 – Strategy and Plans

This module explores the critical issues in sales planning including the process links between objectives and strategies; and customer account management, relationships and profitability.

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

- Collect information for problem diagnosis, evaluate alternatives and propose solutions to sales problems
- Formulate sales strategies and plans that contribute to business objectives
- Establish potential market segments
- Prepare sales forecasts and budgets
- Implement customer management plans



Module 2 – Managing Resources

This module explores effective sales management within the context of a changing competitive environment and the impact of new technologies.

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

- Understand the external and internal drivers for change in sales force organisation, operations and critically analyse their impact
- Understand the practical implications of using new technologies in sales management and identifying relevant data and information to support sales operations
- Distinguish and detail alternative models for sales force organisation
- Recognise the key tasks involved in effective allocation of staff to sales activities and emerging business opportunities
- Plan and lead change within the sales function
- Work with other business functions to deliver business success

Course content

Module 3 – Customer Relationships

Global business structures and the requirement of buyer and seller organisational relationship management are placing new strategic requirements upon those within the sales function.

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

- **Appreciate the changing strategic and operational demands on the sales function and the knowledge and skills required**
- **Devise sales strategies to suit procurement practices of customers**
- **Build and deliver customer service and customer service support**
- **Assess the worth and value of their major accounts**
- **Build and retain effective sales relationships**
- **Monitor and control relationship management activities**
- **Manage and facilitate case negotiations**
- **Appreciate what the influence culture may have on negotiation and long term relationships**

Module 4 – Sales Strategy 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:

- **Advanced Certificate in Professional Sales Management Practice**
- **Any degree**
- **NVQ level 4 in sales**
- **NVQ level 5 in any subject**
- **Suitable sales management experience with senior level competence**

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.acrobat.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

£6,995 + VAT. This price includes **£160 CIM student membership, £280 assessment fees**, all tuition costs, 24/7 access to CIMCity, study materials, core reading books and full board accommodation in en suite single study bedrooms at our Moor Hall Training Complex. And, we take care of the administration for you leaving you to concentrate on your studies.



Start Dates

Streams commence in March and September each year. Please view the course schedules on our website or contact us for further details.

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**