

it's time to shine



Advanced Certificate in Account Management
Practice (Intensive residential)

CIM ACADEMY

Course guide

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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 respective fields**
- **A superb support network – from course directors, a dedicated CIM Academy team and fellow delegates**
- **Excellent pass rates – 90% of our delegates pass this qualification first time**
- **Fully inclusive prices – alleviating the burden of paperwork and extra costs associated with arranging CIM membership and assessment**

The **intensive residential programme** consists of intensive, residential sessions of two to three days duration 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 face to face workshop days
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



*Requires access to a computer with broadband – see page 8 for technical details

Overview

The **Advanced Certificate in Account Management Practice** is for individuals looking to build practical skills in 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 account managers working at an operational level**
- **Those moving into 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:

- **Build effective relationships with your accounts**
- **Write and implement effective account strategies and plans**
- **Evaluate achievement and monitoring performance**
- **Work with customer service to support your accounts**
- **Create impactful presentations**
- **Identify your own training needs**
- **Prepare a personal development plan**



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

Course structure and start dates

The **Advanced Certificate in Account Management Practice** is an intensive, residential programme that consists of 11 days training over a period of 6 months. Delegates will need to attend four residential 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.

Assessment

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.

Streams start in March and September each year.

Benefits of residential learning

- **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**

Online support via CIM City

CIM City is the online learning environment from CIM Academy. It offers support and assistance throughout your studies, helping to answer any questions and providing encouragement. Delegates can access interactive online content, share and discuss ideas with their fellow delegates and course director.

Course content

Module 1 – Account Relationships

This module covers the creation and development of successful relationships with account customers. The practical aspects include the skills required to deliver professional, high impact presentations, and how to build effective networks. The module will be assessed by a practical observed assessment.

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

- Manage productive accounts
- Differentiate between various buying structures within account organisations
- Apply a flexible approach to selling to meet the need of different environments
- Plan and deliver formal presentations
- Evaluate the effectiveness of presentations
- Propose strategies for effective working relationships in order to communicate customer needs to relevant personnel within their organisation
- Negotiate effectively on behalf of and with Accounts
- Formulate and extend networks for improved sales



Module 2 – Organising for the customer

This module enables the Account 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 – Account Planning

This module helps delegates develop and implement account plans effectively. The practical aspects include preparation of account plans, and an understanding of the customer's organisation, market and decision making unit. The module will be assessed by a written assignment.

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

- Formulate effective account strategies
- Evaluate account decisions using knowledge of key personnel within own and customer's organisation
- Propose actions to contact influencers and decision makers within the customer's organisation
- Propose and monitor account plans

Module 4 – Professional Account 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.

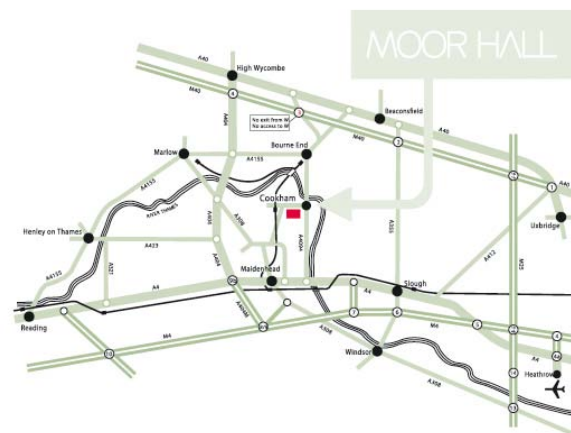
Our training venue



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

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

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



How to book

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

£4,995 plus VAT. Unlike other study centres, our price includes student membership during your studies, tuition, assessment and exam fees 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.

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.



Call: **+44 (0)1628 427240**
Email: **cimacademy@cim.co.uk**
Complete an enquiry form at
www.cimacademy.com

Course calendar

	ACAMP3	Exam Board	Results
Workshop 1 – Account Relationships (3 days)	22-24 Sept 10		
Assignment 1: Account Relationships – Task 1 - hand in	13 Oct 10		
Assignment 1: Task 2 - Practical Assessment	27 Oct 10		
Workshop 2 - Organising for the Customer (3 days)	27-29 Oct 10		
Assignment 1: Account Relationships – Task 3 - hand in	5 Nov 10	Feb 11	25 Feb 11
Assignment 2: Organising for the Customer - hand in	3 Dec 10	May 11	27 May 11
Workshop 3 - Account Planning (3 days)	8-10 Dec 10		
Assignment 3: Account Planning - hand in	2 Feb 11	May 11	27 May 11
Workshop 4 – Professional Account Management in Practice (2 days)	16-17 Feb 11		
Assignment 4: Professional Account Management in Practice (work-based project) - hand in	12 Apr 11	July 11	26 Aug 11
CERTIFICATE ISSUED	Oct 11		

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