

It's time to shine



Certificate in Professional Sales Practice  
(Blended online)

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**

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 face to face workshop days
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



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

# 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** 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.

Streams commence in January and July each year.

## 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**

## 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 – 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.

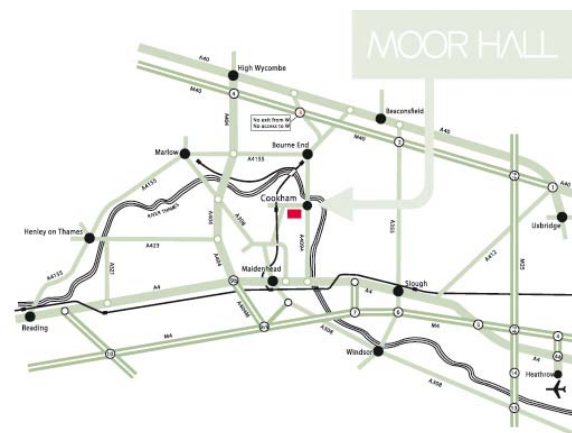
# Our training venue



## 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 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](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](http://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.** Unlike other study centres, our price includes student membership during your studies, tuition, including workshop days, assessment and exam fees, 24/7 access to CIMCity and study materials. 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](mailto:cimacademy@cim.co.uk)  
Complete an enquiry form at  
[www.cimacademy.com](http://www.cimacademy.com)

# Course calendar

	<b>Date</b>	<b>Exam board</b>	<b>Results</b>
Cohort starts online	5 Jul 2010		
Start Online Tutorials 1 & 2	5 Jul 2010		
Start Assignment 1: The Sales Process	12 Jul 2010		
Workshop 1: The Sales Process (1 day)	19 Jul 2010		
Start Online Tutorial 3, 4 & 5	20 Jul 2010		
Assignment 1: Task 1 - Hand in	6 Aug 2010		
Start Assignment 2: Professional Selling Skills	6 Aug 2010		
Assignment 1: Task 2 - Practical Assessment	16 Aug 2010		
Workshop 2: Professional Selling Skills (2 days)	16 – 17 Aug 2010		
Assignment 1: Task 3 - Hand in	27 Aug 2010	Nov 2010	3 Dec 2010
Assignment 2: Professional Selling Skills - Hand in	11. Oct 2010	Feb 2011	25 Feb 2011
Start Online Tutorial 6 & 7	12 Oct 2010		
Start Assignment 3: Understanding the Customer	18 Oct 2010		
Workshop 3: Understanding the Customer (1 day)	25 Oct 2010		
Assignment 3: Understanding the Customer - Hand in	3. Dec 2010	Feb 2011	25 Feb 2011
Start Assignment 4: Professional Sales in Practice (work-based project)	6 Dec 2010		
Workshop 4: Professional Sales in Practice (1 day)	10 Jan 2011		
Assignment 4: Project Proposal – final signed version to be submitted	21 Jan 2011		
Assignment 4: Professional Sales in Practice (work-based project) - Hand in	18. Mar 11	May 2011	27 May 2011
Certificate issued	Aug 2011		

# Be brilliant

To find out more about CIM Academy qualifications

Contact: CIM Academy

Call: +44 (0)1628 427240

Email: [cimacademy@cim.co.uk](mailto:cimacademy@cim.co.uk)

Complete an enquiry form at [www.cimacademy.com](http://www.cimacademy.com)