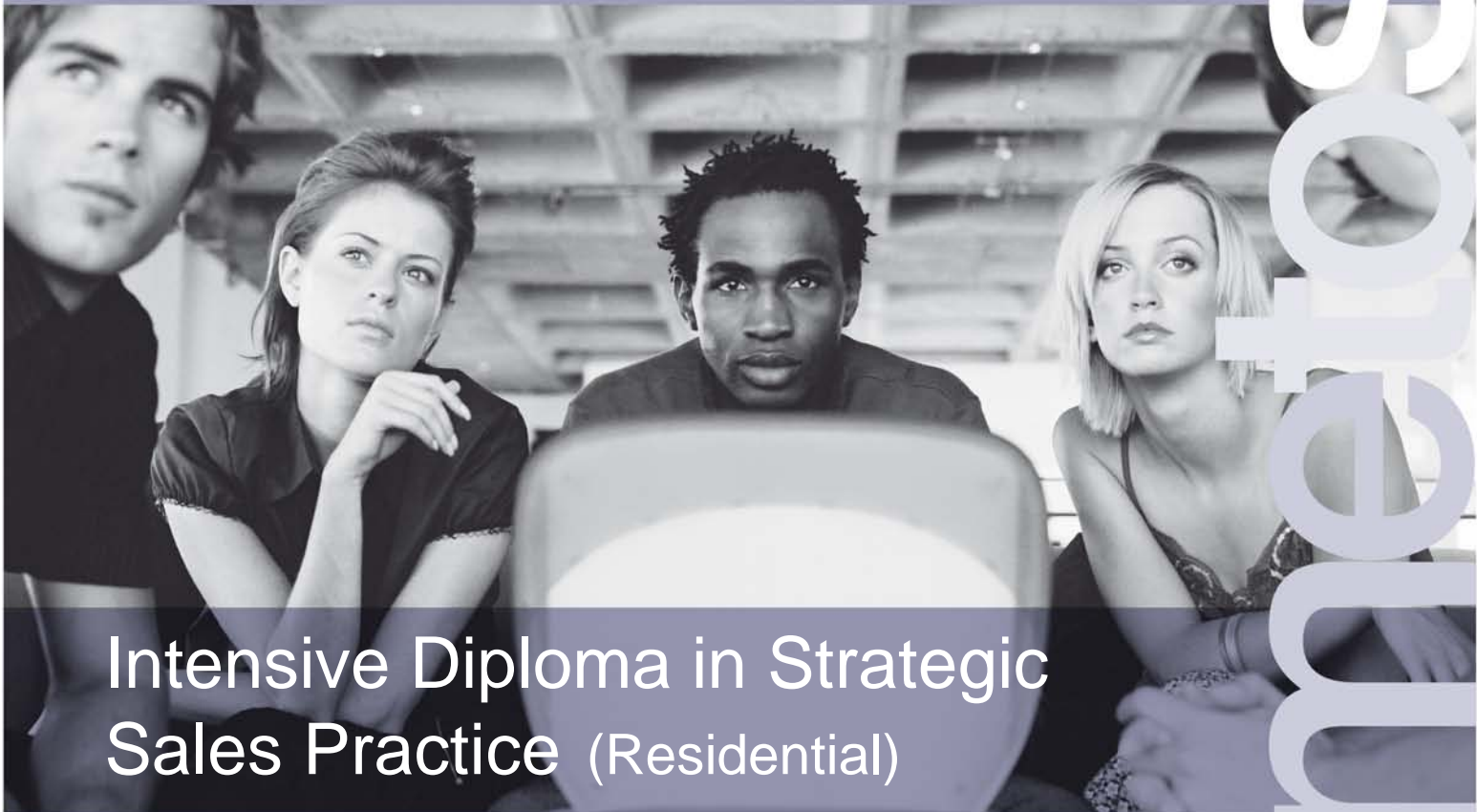


It's time to shine



Intensive Diploma in Strategic
Sales Practice (Residential)

CIM ACADEMY
Course guide

Contents

About CIM Academy	3
Why CIM Academy?	3
Overview of qualification	4
Course structure and start dates	5
The benefits of residential learning	5
Online support via CIM City	5
Course content	6
Our training venue	8
Entry requirements	9
How to book and fees	10
Course calendar	11

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 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 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 **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.

Streams commence in January and July of each year.

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.

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 – 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



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

£6,995 + VAT. This price includes student membership, all tuition costs, study materials 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

Details	Date	Exam Board	Results
Issue of Assignment 1	8 July 10		
Module 1 - Strategy and Plans (3 days)	8 – 10 July 10		
Assignment 1: Strategy and Plans - Hand in	20 Aug 10	Nov 10	3 Dec 10
Issue of Assignment 2	26 Aug 10		
Module 2 - Managing Resources (3 days)	26 – 28 Aug 10		
Assignment 2: Managing Resources - Hand in	8 Oct 10	Feb 11	25 Feb 11
Issue of Assignment 3	14 Oct 10		
Module 3 - Customer Relationships (3 days)	14 – 16 Oct 10		
Assignment 3: Customer Relationships PART 1 - Hand in	15 Nov 10		
Assignment 3: Practical Assessment Practice	25 Nov 10		
Assignment 3: Practical Assessment PART 2	26 Nov 10		
Issue of Assignment 4	27 Nov 10		
Module 4 - Sales Strategy in Practice (3 days)	25 – 27 Nov 10		
Assignment 3: Customer Relationships PART 3 - Hand in	3 Dec 10	Feb 11	25 Feb 11
Assignment 4: Sales Strategy in Practice Project Proposal – final signed version to be submitted	17 Dec 10		
Tutorial support (1 day)	14 Jan 11		
Assignment 4: Sales Strategy in Practice (integrative project) - Hand in	11 Mar 11	May 11	27 May 11
Graduation Ceremony	Nov 2011		

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