

CIM ACADEMY

Sales

# Advanced Certificate in Account Management Practice

Intensive Residential



The Chartered  
Institute of Marketing

## Our professional qualifications:

### Marketing

Professional Certificate in Marketing  
Professional Diploma in Marketing  
Chartered Postgraduate Diploma in Marketing

### Digital Marketing

Diploma in Digital Marketing  
Diploma in Mobile Marketing  
Diploma in Digital Metrics and Analytics  
Diploma in Digital Campaign Planning  
Diploma in Digital Media and Branding

### Sales

Certificate in Professional Sales Practice  
Advanced Certificate in Professional Sales Management Practice  
**Advanced Certificate in Account Management Practice**  
Intensive Diploma in Strategic Sales Practice

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# Advanced Certificate in Account Management Practice

## Intensive Residential

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# About CIM Academy

CIM Academy is the only study centre owned and managed by The Chartered Institute of Marketing; the world's largest and most respected organisation for professional marketers.

We pride ourselves on providing flexible and intensive study options designed to get students through their studies quickly and efficiently. Our qualifications will make a real difference to your career – giving you the skills and knowledge to work confidently in the sales and marketing arena.

By studying this qualification with 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.

## Flexible study

This qualification is offered via a residential programme which consists of intensive, residential sessions of two to three days held over a number of months at Moor Hall, the home of CIM.

We also offer virtual learning and blended programmes for some of our qualifications and can deliver tailored qualification programmes to groups of employees. Contact us for more details about any of these options.

See the inside front cover for a full list of our qualifications.

# Overview

Sales

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 or experienced professionals who want to formalise their practical experience in the sales/business environment.

## What you will learn

- 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.

This certificate consists of the following units:

- Account Relationships.
- Organising for the Customer.
- Account Planning.
- Professional Account Management in Practice.

# Course structure

The Advanced Certificate in Account Management Practice is an intensive, residential programme that consists of 11 days training over a period of six months. Delegates will need to attend four sessions (of 3 x three days and a final two day workshop) in sequence.

There are four business related assignments to complete. One of these will be practical, two will be written assignments based on the unit content, and the final one is a significant work-based project. Assignments usually take between 40 and 50 hours to complete.

## Benefits of residential learning

- Guided learning from high quality course directors.
- Intensive sessions where concepts are explored in groups.
- Assessment through business related assignments rather than exams.
- Networking with a variety of other professionals at similar levels.
- Access to CIMCity, an online learning environment.
- Support network of CIM Academy team, course directors and fellow delegates.

## Location of workshops and dates

Workshops take place at Moor Hall, the home of CIM – for more details see page 8.

Streams commence in September each year – see separate course schedules for exact dates.

## Supporting you throughout your studies – CIMCity

CIMCity is the online learning platform supporting you throughout your studies with CIM Academy. The platform also facilitates online discussion forums and gives access to resources that you can use both for study and in the workplace.

CIMCity also has a dedicated learning support team on hand to offer you support and assistance for both technical and course related queries, as well as encouragement and motivation so you maintain a positive learning experience throughout your qualification.

# Course content

## 1. Account Relationships

This unit 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 unit will be assessed by a practical observed assessment.

### Assessment

This unit is assessed by a practical assignment.

### Learning Outcomes

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 needs 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.

## 2. Organising for the Customer

This unit enables the Account Manager to organise resources effectively – including information, systems and skills.

### Assessment

This unit is assessed by a written assignment, based on the unit content.

### Learning Outcomes

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

## 3. Account Planning

This unit 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 unit will be assessed by a written assignment.

### Assessment

This unit is assessed by a written assignment, based on the unit content.

### Learning Outcomes

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.

## 4. Professional Account Management in Practice

This unit brings together the learning from the first three units and, with tutor support, delegates will put together a proposal for a work-based project and complete a significant piece of work to solve a work-based problem.

### Assessment

This unit is assessed by a significant work-based project.

# Entry requirements

Sales

CIM Academy has its own entry criteria and applicants are assessed on an individual basis. However, you do need to be at least 18 years old and 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.

Our programmes are taught in English and all delegates are expected to have sufficient knowledge of both written and spoken English.

### Technical specifications

The recommended minimum specification of your PC or Mac is:

#### Windows:

- 1.4GHz Intel® Pentium® 4 or faster processor (or equivalent) for Microsoft® Windows® XP or Windows 7; 2GHz Pentium 4 or faster processor (or equivalent) for Windows Vista®.
- Windows 7, Vista or XP operating system.
- 512MB of RAM (1GB recommended) or Windows XP or Windows 7; 2GB recommended for Windows Vista.

- Microsoft Office 2003 or higher.
- Minimum 1MB Broadband Internet connection, DSL or better (required for high quality video).
- Microsoft Internet Explorer 7 or higher, Mozilla Firefox, Apple Safari 4 or 5, Google Chrome.
- Pop-ups must be enabled in your chosen browser.
- JavaScript must be enabled in your chosen browser.
- Adobe Flash player 10.1 or higher.
- Java version 6.
- Audio sound card and speakers or headphones for listening.

#### Mac:

- 500MHz PowerPC® G3 or faster or 1.8GHz Intel Core™ Duo or faster processor.
- Mac OS X v10.5, 10.6 (Intel) or Mac OS X Lion +.
- Apple Safari 5 or higher, Google Chrome, Mozilla Firefox.
- Pop-ups must be enabled in your chosen browser.
- JavaScript must be enabled in your chosen browser.
- Adobe Flash player 10.1 or higher.
- Java version 6.
- Audio sound card and speakers or headphones for listening.

## 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 **ww.cimacademy.com** to complete an online application form and send an up-to-date CV with your booking.

### Price

The price for the Advanced Certificate in Account Management Practice is £4,535 plus VAT. This includes tuition

for all units, 24/7 access to CIMCity and study materials and full board accommodation in a single en-suite single bedrooms at Moor Hall.

Please note, you will also be required to pay **£460 for one year's studying membership and assessment fees** but we take care of the administration for you, leaving you to concentrate on your studies.

## Our training venue



Workshops take place 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 with access to world-class marketing resources, and is conveniently located within easy reach of international airports, major roads and motorway networks, and main route railway stations.

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