

DIPLOMA IN SALES & MARKETING - LEVEL 3

FROM THE INSTITUTE OF SALES MANAGEMENT (ISM)

Focusing on the practical skills of selling this qualification considers the importance of marketing, the sales theory, and your personal presentation and management.

WHO IS IT FOR?

This course is designed specifically for practising salespeople who have gained some experience but would like to build on their theoretical knowledge.

ENTRY REQUIREMENTS

There are no formal entry requirements however we find that this level is most suited if you have a minimum of two A-Levels or equivalent and at least one year's sales experience or a minimum of two years experience.

If English is not your first language, evidence of at least IELTS level 6.5 or Trinity ISE III/ IV will also be required.

HOW LONG WILL IT TAKE?

This qualification consists of a combination of units. To achieve the full diploma, students will need to complete each of the mandatory units plus any of the optional units totalling a minimum of 20 credits.

You can start to study at any time and the Diploma in Sales & Marketing will typically take approximately 12 months to complete.

You can choose to study at a faster or slower pace to suit your requirements and we commit ourselves to support all our students for up to a maximum of two years.

For more information about workshop dates please visit www.theconsultants.ro



MODULE OVERVIEW

Module title	Description	Assessment	Mandatory/Optional
Understanding Law and Ethics of Selling	This unit aims to support learners in understanding the legal and ethical requirements in sales and understand the consequences of non-compliance for individuals, organisations and customers.	Work-based assignment	Mandatory
Preparing and Delivering a Sales Presentation	This unit aims to provide the necessary skills for preparing, developing and delivering sales presentations including considering the customer's needs and preparing a presentation to meet those needs.	Work-based assignment	Mandatory
Handling Objections, Negotiating & Closing Sales	Learn how to handle and overcome sales objections and to negotiate in order to be able to close the sale effectively.	Work-based assignment	Mandatory
Understanding Influences on Buying Behaviour	Learn how to respond to different members of the decision making unit, whether in consumer markets or organisational markets.	Work-based assignment	Mandatory
Understanding Customer Segmentation and profiling	Build on your knowledge of customer groups through profiling and segmentation activities.	Work-based assignment	Optional (4 credits)
Understanding Sales and Marketing in Organisations	Understanding the factors that can cause conflict between sales and marketing departments as well as an understanding of the ways that collaboration can benefit both departments.	Work-based assignment	Optional (4 credits)
Using Market Information for Sales	Learn how to obtain and analyse information that helps to understand the markets that are sold into.	Work-based assignment	Optional (5 credits)
Time and Territory Management for Sales People	Learn the skills needed to plan use of time and plan sales calls to enable you to meet your sales targets, and to develop a plan to manage sales within a sales territory.	Work-based assignment	Optional (6 credits)
Planning for professional development	This unit enables learners to develop knowledge and skills for managing own professional development to enhance career progression.	Work-based assignment	Optional (2 credits)
Prospecting for New Business	This unit aims to enable the learner to source sales leads and achieve an initial appointment with the decision-maker.	Work-based assignment	Optional (4 credits)
Sales Pipeline Management	Learn how to pro-actively manage the sales cycle to convert potential customers into actual customers and to close sales.	Work-based assignment	Optional (6 credits)