

# DIPLOMA IN SALES AND ACCOUNT MANAGEMENT - LEVEL 5

FROM THE INSTITUTE OF SALES MANAGEMENT (ISM)

Building on existing knowledge and experience this qualification considers the various internal and external stakeholders in the sales process and how to manage those relationships.

## WHO IS IT FOR?

This course is designed specifically for practising or aspiring Sales or Account Managers who would like to build on their theoretical knowledge to a senior level.

## ENTRY REQUIREMENTS

There are no formal entry requirements although we advise that students have either a degree or at least four years sales 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?

The Diploma in Sales and Account Management consists of a combination of units. To achieve the Diploma, learners must complete each of the mandatory units plus any four of the optional units.

We have indicated which modules are more suited for Sales Managers (SM) and which are more suited to Account Managers (AM).

The Diploma in Sales and Account Management will typically take between 15 to 18 months to complete.

Students can also choose to study a Certificate in Sales and Account Management and will have to complete the first three mandatory units plus the Sales Forecast and Target Setting unit to achieve the Certificate.

**For more information about workshop dates please visit [www.theconsultants.ro](http://www.theconsultants.ro)**



## MODULE OVERVIEW

Module title	Description	Assessment	Mandatory/ Optional
<b>Managing Responsible Selling</b>	Gain the knowledge for managing an organisation's operations in way that are consistent with its social and ethical principles, and which fulfil legal and regulatory requirements.	<b>Work-based assignment</b>	<b>Mandatory</b>
<b>Understanding and Developing Customer Accounts</b>	The aim of this unit is to support knowledge, understanding and skills necessary to establish how customer organisations select suppliers as part of their supply chain and to use information gathered on how organisations select suppliers to develop a customer accounts plan.	<b>Work-based assignment</b>	<b>Mandatory</b>
<b>Understanding the Integrated Functions of Sales and Marketing</b>	This unit focuses on the commercial importance of marketing to an organisation's success, both in the long term and also for the short/ medium term.	<b>Work-based assignment</b>	<b>Mandatory</b>
<b>Sales Forecasts and Target Setting</b>	This unit aims to develop knowledge and understanding of forecasting sales and setting sales targets for your own area of responsibility.	<b>Work-based assignment</b>	<b>Mandatory for Diploma (6 Credits) SM</b>
<b>Leading a Team</b>	This unit aims to provide the learner with the knowledge and understanding of transactional leadership: to share a vision and to set goals and define tasks that move people towards the vision.	<b>Work-based assignment</b>	<b>Optional (6 Credits) SM</b>
<b>Coaching and Mentoring</b>	This unit aims to provide understanding of the principles of coaching and mentoring, and the skills for planning, delivering a coaching or mentoring programme and for evaluating own coaching or mentoring practice.	<b>Work-based assignment</b>	<b>Optional (6 credits) SM</b>
<b>Designing, Planning and Managing Sales Territories</b>	Develop the knowledge and understanding of the design, planning and management of sales territories and the work of the sales team in those territories.	<b>Work-based assignment</b>	<b>Optional (6 credits) SM</b>
<b>Analysis the Financial Potential and Performance of Customer Accounts</b>	The aim of this unit is to ensure sales and account managers have the skills to analyse and manage the financial performance of customer accounts.	<b>Work-based assignment</b>	<b>Optional (6 credits)AM</b>
<b>Relationship Management for Account Managers</b>	This unit aims to provide knowledge and skills for relationship management in sales.	<b>Work-based assignment</b>	<b>Optional (6 credits)AM</b>
<b>Bid and Tender Management for Account Managers</b>	This unit aims to provide knowledge and skills for bid and tender management.	<b>Work-based assignment</b>	<b>Optional (6 credits)AM</b>
<b>Developing a Product Portfolio</b>	This unit aims to provide the knowledge and skills for determining selling priorities across a portfolio of products/ services.	<b>Work-based assignment</b>	<b>Optional (6 credits) SM / AM</b>