theCONSULTANTS

ISM INSTITUTE OF SALES MANAGEMENT
Authorised Cambridge Professional Academy Distributor
RAISING THE VALUE OF SALES

DIPLOMA IN SALES AND MARKETING – **LEVEL 4**

FROM THE INSTITUTE OF SALES MANAGEMENT (ISM)

Gain the theoretical and practical sales and marketing knowledge and skills required by aspiring sales managers and practising sales managers to enable them to succeed in the work place.

WHO IS IT FOR?

This course is specifically for sales professionals in an operational sales role, often managing others and allocating resources.

ENTRY REQUIREMENTS

There are no formal entry requirements although we advise that students have at least 3 years sales experience with at least one year's management experience.

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

HOW LONG WILL IT TAKE?

The diploma in Sales and Marketing Management consists of eight mandatory units and will typically take 12 to 15 months.

The Qualification can also be studied as a certificate. To achieve the certificate in Sales and Marketing Management, students must complete the first mandatory units plus any to optional units.

We support all our students for two years and you start your studies at any time.

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

MODULE OVERVIEW

Module title	Description	Assessment	Mandatory/ Optional
Managing Responsible Selling	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.	**Work-based assignment**	**Mandatory**
Understanding segmentation, Targeting and Positioning	This unit aims to provide the knowledge necessary to understand the process of breaking down the total market for a product or service into distinct segments and targets the most likely purchasers of an organisation's products using the extended marketing mix to support the positioning of the product.	**Work-based assignment**	**Mandatory**
Managing a Sales Team	This unit aims to provide knowledge of motivation theories and link between motivation and performance, and the knowledge of managing sales team performance.	**Work-based assignment**	**Mandatory (Optional for Certificate)**
Operational Sales Planning	Gain the skills necessary for putting together an operational sales plan, and knowledge managing the implementation of the plan and for dealing with variances to the plan.	**Work-based assignment**	**Mandatory (Optional for Certificate)**
Sales Negotiations	This unit aims to provide the knowledge and skills for negotiating effectively in sales settings and will focus on the various stages of negotiation including planning, preparing, negotiating and closing sales.	**Work-based assignment**	**Mandatory (Optional for Certificates)**
Analysing the Marketing Environment	This unit aims to provide the knowledge and skills necessary to conduct an audit of the organisation's internal, micro and macro environment. Also gain an understanding of the impact of internal, micro and macro factors on a customer's organisation.	**Work-based assignment**	**Mandatory (Optional for Certificate)**
Finances for sales managers	This unit aims to introduce the knowledge and skills needed to calculate probability and also to assess customer credit worthiness with the view to formalising the terms of trade with the customer.	**Work-based assignment**	**Mandatory (Optional for Certificate)**
Writing and delivering a sales proposal	This unit aim to provide the skills for preparing sales proposals for customers.	**Work-based assignment**	**Mandatory (Optional for Certificate)**