

ILM Certificate in Sales Management

Identifying new customers, maintaining existing customers, driving demand, and building a solid sales pipeline are all at the core of successful sales projections in any organisation. With increased competition, the customer today has even greater choice and it is the knowledge, ability and skills of a good sales professional/manager that will ensure they, and their team can identify the customer’s needs, and meet those needs effectively.

Who is this Award suitable for?

This qualification is designed to give practising and aspiring sales professionals/managers the core sales skills and knowledge to be more effective in their role.

This course is suitable for:

- Newly appointed sales managers
- Practising sales managers
- Any one taking on additional sales responsibility
- Existing sales managers who want a professional qualification
- Sales executives that need or want to improve performance.

Benefits for the Learner

- Improve your team’s sales targets through better management
- Understand the sales process
- Learn core sales techniques to improve your revenue targets
- Know how to identify and address customer requirements
- Obtain a recognised qualification in sales management.

Benefits for the Employers

- Increase revenue and profits
- Managers with the skills to improve their team’s sales targets
- Confident, motivated and effective managers
- Productive team with practical strategies and skills to reach targets
- Workplace-based assessment ensuring the transfer of new skills to the organisation.

This Qualification Consists of Mandatory and Optional Units

Mandatory Units

- 1 The first unit, **“Meeting Customer Needs”** covers the core skills of understanding customer requirements, the benefits of good customer care and the importance of gathering customer feedback.
- 2 The second unit, **“Effective Selling to Customers”** identifies the customer’s needs and how best to match those needs to the most appropriate business solution.
- 3 The third unit, **“Understanding Sales in the Workplace”** focuses on sales strategies, sales in the workplace and the link between sales & marketing.

LEVEL 4



Indicative Course Content

Mandatory Units

Meeting Customer Needs

Effectively Selling to Customers

Understanding Sales in the Workplace

The optional units in list 2 focus on communication, data systems, consumer law and providing quality to customers while the optional units in list 3 focus on core leadership skills.

Choose a minimum of 1 or maximum of 5 from the following options*

Providing Quality to Customers

Using Resources Effectively & Efficiently in the Workplace

Communicating with People Outside the Work Team

Workplace Records & Information Systems

Working with Customers Legally

The optional units in list 3 focus on leadership skills.

Choose a minimum of 1 or maximum of 3 from the following options*

Solving Problems & Making Decisions

Planning Change in the Workplace

Planning & Allocating Work

Giving Briefings & Making Presentations

Understanding the Communication Process in the Workplace

***Units cannot be interchanged**

Duration & Delivery

The duration and cost of the course will depend on the optional units selected from the above list.

Delivery of the course will include:

- Online support videos
- E-learning portfolio
- Access to ILM learning & development portal
- Mentoring & Tutorial support
- Learner plans that involve self-learning, role play, team-work, case studies & assignments
- Workplace assessments.

ILM Certification

Upon completion of the program and assessment, each learner will be awarded with their **“Certificate in Sales Management”** and membership to ILM. These elements have been designed in order to show to ILM that you are able to put the skills and techniques learned on the programme into practice. Career & Life Planning offers full support and guidance in completing these final elements.

ILM membership brings access to a wide range of online resources, news and information that have been specially selected to support management learning and development.



LEVEL

4



About Career & Life Planning

Career & Life Planning is a professional training & coaching company founded and managed by Joe Delaney. Joe is a qualified coach and former Recruitment Director with BDO. The company provides many management, leadership and personal development programs for different groups and individuals within the labour force.

We have developed a bespoke Coaching Methodology called the “5 Steps to Success” (supported by Enterprise Ireland) which is now established as a fresh new approach to faster and improved employee engagement while also ensuring individuals get work-life better..then balanced.

Career & Life Planning is an Approved Centre for the Institute of Leadership & Management; Channel Partner with Franklin Covey for Management & Leadership Development Programs and licensed facilitator for “The 7 Habits of Highly Effective Teenagers”.

We select only “best in class” trainers and coaches to work with us on selected assignments and use a bespoke Learning Management System to create real return on investment for all our training.

About ILM

The Institute of Leadership & Management (ILM) is the UK’s largest management body, combining industry-leading qualifications and specialist member services. It is the award body for Leadership & Management qualifications and the professional membership body for leaders and managers in the UK.

Their qualifications are practically based and designed to enhance the individuals knowledge and skills to succeed in their role.

ILM forms part of the City & Guilds Group, and their primary purpose is to improve the standards of leadership and management in order to drive social and economic prosperity. They work with organisations of all shapes and sizes to define, develop and embed the leadership and management capability they need to succeed.

Contact Career & Life Planning

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Guide to Awards

In the UK, this internationally recognised course is accredited to the UK Qualifications and Credit Framework (QCF) as a Level 2 Award.

In Ireland, this award is recognised on the National Framework of Qualifications (NFQ), as a

Level 4 Award.

