

Higher Level Qualifications from



Jointly Awarded by



ICM

Institute of Commercial Management

Blended and eLearning-only versions available

Diploma in Professional Selling - €2,250.00 for blended learning version

A Level 7 qualification, the Diploma in Professional Selling has 12 learning units divided into three modules. There are numerous work-related activities and assignments to submit; simulations to prepare for; one briefing and three workshops to attend over a 10 months period; a professional development in the workplace portfolio to construct; and end of module exams.

MODULE DPS1 – SELLING AS A PROFESSION

Learning Unit Title	<i>LEARNING UNIT DPS01 – THE HISTORY, DEFINITION & VARIETY OF SALES ROLES</i>
Learning Unit Aim	The aim of this learning unit is to acquire knowledge and understanding of the history of selling as an activity; the traditional image of salespeople; the variety and complexity of sales roles; and the people engaged in sales activities.
Learning Unit Title	<i>LEARNING UNIT DPS02 – THE KNOWLEDGE, SKILLS AND ATTITUDES ATTRIBUTABLE TO SUCCESSFUL SELLING.</i>
Learning Unit Aim	The aim of this learning unit is to examine the levels of knowledge, skills, and competencies required to succeed in sales.
Learning Unit Title	<i>LEARNING UNIT DPS03 – SELLING AS A PROFESSIONAL ACTIVITY</i>
Learning Unit Aim	The aim of this learning unit is to explore and compare the sales profession to other professions and to determine what can be learned from this in order to improve sales success.
Learning Unit Title	<i>LEARNING UNIT DPS04 – BUYERS & THEIR MOTIVATION</i>
Learning Unit Aim	The aim of this learning unit is to evaluate the theory of Maslow's Hierarchy of Human Motivation in relation to buyer motivation; to understand potential buying motives; and to explore and compare the relationship between buyers and sellers, in order to determine whether this influences success or failure in selling.

MODULE DPS2 – PLANNING AND PREPARATION FOR SALES

Learning Unit Title	<i>LEARNING UNIT DPS05 – ACTIVE PROSPECTING & QUALIFYING</i>
Learning Unit Aim	The aim of this learning unit is to raise awareness and determine the approach to be taken with regard to the process and practices of prospecting.
Learning Unit Title	<i>LEARNING UNIT DPS06 – SELLING BY TELEPHONE</i>
Learning Unit Aim	The aim of this learning unit is to acquire competence and skills in using the telephone as a sales tool
Learning Unit Title	<i>LEARNING UNIT DPS07 – PREPARATION FOR & STRUCTURE OF SALES PRESENTATIONS</i>
Learning Unit Aim	The aim of this learning unit is to explore and evaluate the effectiveness of traditional sales techniques such as 'closing' and 'overcoming objections'.
Learning Unit Title	<i>LEARNING UNIT DPS08 – THE MARKET & YOUR FORECASTED SHARE OF IT</i>
Learning Unit Aim	The aim of this learning unit is to construct a personal business plan.

MODULE DPS3 – SALES PROCESS IMPLEMENTATION

Learning Unit Title	<i>LEARNING UNIT DPS09 – SELLING YOURSELF, YOUR COMPANY, AND YOUR PRODUCT/ SERVICE PROPOSITION</i>
Learning Unit Aim	The aim of this learning unit is to acquire and be able to demonstrate understanding of how communication works within a sales context.
Learning Unit Title	<i>LEARNING UNIT DPS10 – IDENTIFYING AND SATISFYING CUSTOMER NEEDS</i>
Learning Unit Aim	The aim of this learning unit is to examine and evaluate existing research into skills seen to be relevant in selling (e.g. questioning skills; ability to convert product features into customer benefits).
Learning Unit Title	<i>LEARNING UNIT DPS11 – PERSONAL GOALS & MANAGING TIME</i>
Learning Unit Aim	The aim of this learning unit is to acquire a systematic and effective approach to goal-setting and time management.
Learning Unit Title	<i>LEARNING UNIT DPS12 – WRITTEN COMMUNICATION SKILLS FOR SALESPEOPLE</i>
Learning Unit Aim	The aim of this learning unit is to acquire knowledge and skills in the production of sales proposals and report writing. The aim of the workshop is to review progress and to embed the learning outcomes of Module DPS03.

Advanced Diploma in Professional Selling - €2,750.00 for blended learning version

A Level 7 qualification, the Advanced Diploma in Professional Selling has ten learning units divided into three modules. There are numerous work-based activities and assignments to submit; an end of programme project; one briefing and three workshops to attend over a 10 months period; a professional development in the workplace portfolio to construct; and end of module exams for the first two modules.

MODULE ADPS1 – PERSONAL AWARENESS IN SALES

Learning Unit Title	<i>LEARNING UNIT ADPS01 – PSYCHOLOGY AND SELLING</i>
Learning Unit Aim	The aim of this learning unit is to enable students to determine the style of personal behaviours based upon the SEA Scale and to understand the theory of transactional analysis and relate it to their sales roles
Learning Unit Title	<i>LEARNING UNIT ADPS02 – USING SOCIAL STYLES TO SELL</i>
Learning Unit Aim	The aim of this learning unit is to enable students to recognise assertive, aggressive and submissive sales behaviours; and four social styles of behaviour in order to enhance customer relations
Learning Unit Title	<i>LEARNING UNIT ADPS03 – ADVANCED COMMUNICATION & CHANGE IN SALES SITUATIONS</i>
Learning Unit Aim	The aim of this learning unit is to enable students to understand the effect of forced change on customer motivation; and to improve their active listening ability in order to improve customer communication
Learning Unit Title	<i>LEARNING UNIT ADPS04 – NEGOTIATION SKILLS IN SALES SITUATIONS</i>
Learning Unit Aim	The aim of this learning unit is to acquire knowledge and skills to be used in sales negotiation situations.

MODULE ADPS2 – FOCUS ON CUSTOMERS

Learning Unit Title	<i>LEARNING UNIT ADPS05 - HUMAN BEHAVIOUR AND SELLING</i>
Learning Unit Aim	The aim of this learning unit is to enable students to understand the reasoning behind and application of a number of empirical research projects into sales and customer communication exchanges
Learning Unit Title	<i>LEARNING UNIT ADPS06 - MATCHING CUSTOMER BUYING STYLES TO SELLING STYLES</i>
Learning Unit Aim	The aim of this learning unit is to enable students to determine the most appropriate style for open communication with the customer; and to improve non-verbal skills in order to communication between sellers and buyers
Learning Unit Title	<i>LEARNING UNIT ADPS07 - PAYING ATTENTION TO THE CUSTOMER</i>
Learning Unit Aim	The aim of this learning unit is to enable students to consider the impact of customer service and to construct a customer service plan for their organisation in order to improve customer retention and sales
Learning Unit Title	<i>LEARNING UNIT ADPS08 – PREPARATION AND DELIVERY FOR SELLING TO GROUPS</i>
Learning Unit Aim	The aim of this learning unit is to acquire knowledge and skills to enable the student to successfully prepare for and execute sales presentations to groups of potential customers in a formal setting.

MODULE ADPS3 – SALES MANAGEMENT AND COACHING

Learning Unit Title	<i>LEARNING UNIT ADPS09 – PREPARING FOR A MOVE FROM SALES TO SALES MANAGEMENT</i>
Learning Unit Aim	The aim of this learning unit is to enable students to determine the usual motivation forces at play of people moving from sales to sales management and to recognise the issues and potential performance barriers surrounding the relationship between salespeople and their managers

Learning Unit Title	<i>LEARNING UNIT ADPS10 – SALES COACHING AS A MECHANISM FOR PERFORMANCE IMPROVEMENT</i>
Learning Unit Aim	The aim of this learning unit is to enable students to acquire a basic level of sales coaching skills in order to improve the sales performance of colleagues.

Graduate Diploma in Sales Coaching - €3,250.00 for blended learning version

A Level 8 qualification, the Graduate Diploma in Sales Coaching has ten learning units divided into three modules. There are numerous activities and work-based assignments to submit; a programme briefing and three workshops to attend over a 10 months period; an end of programme project; a professional development in the workplace portfolio to construct; and end of module exams for the first two modules.

MODULE GDSC1 – SALES COACHING IN CONTEXT

Learning Unit Title	<i>LEARNING UNIT GDSC01 - SALES COACHING WITHIN AN ORGANISATIONAL CONTEXT</i>
Learning Unit Aim	The aim of this learning unit is to introduce coaches to the main concepts and principles of sales coaching in the workplace
Learning Unit Title	<i>LEARNING UNIT GDSC02 – BARRIERS TO SALES PERFORMANCE</i>
Learning Unit Aim	The aim of this learning unit is to explore the X Y theory developed by McGregor; and the concept of the self-fulfilling prophesy, as developed by Rosenthal, Jacobson; Single; Merton; Sterling Livingstone et al; and the potential effect on the performance of sales teams.
Learning Unit Title	<i>LEARNING UNIT GDSC03 – DIFFERENCES BETWEEN SALES COACHING AND OTHER MANAGEMENT DISCIPLINES</i>
Learning Unit Aim	The aim of this learning unit is to help the student understand the differences between coaching, counselling, training, mentoring, and managing
Learning Unit Title	<i>LEARNING UNIT GDSC04 – THE RELATIONSHIP BETWEEN PROFESSIONALS & THEIR COACHES</i>
Learning Unit Aim	The aim of this learning unit is to explore the relationship that exists between coaches in other professional environments – e.g. sports and performing arts, and compare this with the usual relationship between managers and salespeople.

MODULE GDSC2 – PREPARATION AND PLANNING FOR EFFECTIVE SALES COACHING

Learning Unit Title	<i>LEARNING UNIT GDSC05 – SELLING YOUR ROLE AS COACH TO THE SALES TEAM</i>
Learning Unit Aim	The aim of this learning unit is to enable students to ensure that the environment is prepared and conducive to sales coaching, and that they have planned and prepare sufficiently for it to be successful
Learning Unit Title	<i>LEARNING UNIT GDSC06 – PROFESSIONAL PROCESSES IN SALES</i>
Learning Unit Aim	The aim of this learning unit is to determine the high level elements that sales coaches will need to focus on when coaching their sales teams
Learning Unit Title	<i>LEARNING UNIT GDSC07 – DEVELOPING RULES FOR THE SALES TEAM</i>
Learning Unit Aim	The aim of this module is to understand the importance of rules for the sales team and themselves
Learning Unit Title	<i>LEARNING UNIT GDSC08 – THE ATTRIBUTES OF AN EFFECTIVE SALES COACH</i>
Learning Unit Aim	The aim of this unit is for managers to reach a level of self-awareness about their behaviour and communication styles and begin the process of planning an appropriate approach to their role as coach.

MODULE GDSC3 – IMPLEMENTING SALES COACHING

Learning Unit Title	<i>LEARNING UNIT GDSC09 – MODELS OF COACHING</i>
Learning Unit Aim	The aim of this learning unit is to enable students to evaluate a range of current models used in coaching and to focus on a particular approach to sales coaching which will be used in the end of programme sales coaching project
Learning Unit Title	<i>LEARNING UNIT GDSC10 – SALES COACHING IN ACTION</i>
Learning Unit Aim	The aim of this learning unit is to enable students to implement a sales coaching action plan in order to successfully transfer the learning acquired during this study programme into the workplace

eLearning-only versions, which do not include workshops or exams, are available:

- eLearning Diploma in Professional Selling €300.00 per module or a discounted price of - €800.00 for all three
- eLearning Advanced Diploma in Professional Selling - €350.00 per module or a discounted price of €900.00 for all three
- eLearning Graduate Diploma in Sales Coaching - €400.00 per module or a discounted price of €1,000.00 for all three

eLearning-only versions of the qualifications can accumulate up to 40% of the credit points of the full blended learning versions.