

Diploma in Inside Sales

Module 1 - Interpersonal and Intrapersonal Skills

This module aims to further develop participants' interpersonal and intrapersonal skills.

These two key management skills are key drivers of performance. They indeed interact in the management and leadership process i.e. one's ability to effectively communicate (send and receive messages) is significantly influenced by one's degree of self-awareness and vice versa. Advances in technology and communication, combined with the explosive growth in data and information, have given rise to a more empowered human resources and global consumers, further reinforcing the primary driver of business success i.e. effective collaboration with colleagues and clients.

The module examines and develops the skills and attitudes required to work effectively with key stakeholders both internal and external to the organisation. Participants will examine the behaviours needed within the organisation which underpin delivering consistently exceptional employee and client experiences and which, when adopted, lead to becoming a trusted partner.

They will also understand how to lead an organisation to becoming more effective in the domains of client-centricity and service-delivery.

Topics covered:

- Communication Skills
- Developing and Leading High Performance Teams
- Negotiation and Conflict Management
- Organisational Culture
- Personality
- Emotional Intelligence

Module 2 – Core Sales Skills

Every employee in an organisation will have to sell, if not a good or service in the marketplace, at least an idea, plan or vision to his/her colleagues. A thorough knowledge of how these areas operate will undoubtedly sharpen the commercial abilities of the Inside Sales person. This is the primary function of this skills-based module.

Module 3 - CISP®

The CISP (Certified Inside Sales Professional) module is the core sales process and skills element of the programme. It is a professionally accredited module which provides participants with comprehensive instruction and skills on professional inside sales process and practice. The online module allows participants to develop their knowledge and skills at their own pace and within the context of their work environment.

Course 1: INTRODUCTION

Setting the bar on professionalism and performance; this course describes the key attributes of today's high-performing inside sales professional. It also covers the mission of the AA-ISP and our "code of ethics."

At the conclusion of this course the student will demonstrate or perform the following:

1. Know and understand the key attributes of an inside sales professional
2. Understand and commit to the AA-ISP CISP® Code of Ethics

Course 2: BUSINESS 101 & THE SALES PROCESS

This course covers the basics of business, how functional areas operate, and how companies typically procure products/services. It also covers the common steps of a sales cycle from prospecting through close and ongoing account management.

At the conclusion of this course the student will demonstrate or perform the following:

1. Understand and outline a typical sales process from prospecting through the close
2. Recognize the decision maker types and their roles in a buying decision and how to position products/services to match their buying tendencies
3. Understand the key functional areas and associated roles of an organization and apply this knowledge of how they interact in order to increase the probability of success in a sales engagement
4. Recognize and define common business terms and acronyms

Course 3: RESEARCH & PREPARATION

This course explores a variety of tactics for research and preparation for prospecting and finding contact information and other information specific to the targeted organization and individual. It also describes key call metrics for successful prospecting.

At the conclusion of the course, the student will demonstrate or perform the following:

1. Understand which sales intelligence and research tools are used to find contact names, roles, direct phone numbers, and pertinent company information
2. Demonstrate a working knowledge of social media tools for efficient and effective prospecting
3. Identify the roles of various administrative people within the targeted organization and understand how to gather key information directly from them like the re-reporting structure, organizational changes and current vendors
4. Use research information in a meaningful way from both an organizational and individual perspective during calls in different parts of the sales process
5. Understand and apply common measurement tools and metrics for setting goals and driving successful sales activities

Course 4: COMPONENTS OF A SUCCESSFUL PROSPECTING CALL

This course covers all aspects of an effective prospecting call to make initial contact, pique interest, and advance to the next steps in the buying process.

At the conclusion of the course, the student will demonstrate or perform the following:

1. Develop an effective and professional call opening
2. Understand the key elements of a value statement
3. Write a value statement to be used in a call opening that stimulates interest and effectively positions your organization based on the potential needs of a prospect
4. Know how to advance the prospecting call to the appropriate next steps in the sales process
5. Understand and demonstrate effective questioning skills
6. Understand and utilize listening skills
7. Describe the importance of verbal attributes and communication skills

Course 5: COMPONENTS OF A SUCCESSFUL DISCOVERY & QUALIFICATION CALL

This course covers all aspects of an effective discovery and qualification process to include the following areas: introduction, purpose of the call, value proposition, effective questioning, qualifying for need and pain points, effective listening, and establishing next steps.

At the conclusion of the course, the student will demonstrate or perform the following:

1. Know how to prepare for the discovery & qualification process
2. Understand how to execute the discovery & qualification process
3. Know how to transition the discovery & qualification process as appropriate

Course 6: PRESENTING A SOLUTION

This course walks through presenting value and proposing a solution specific to the prospect's needs with basic ROI.

At the conclusion of this course, the student will demonstrate or perform the following:

1. Know how to prepare a solution-based presentation
2. Know how to conduct a professional virtual presentation
3. Understand how to demonstrate relevant value
4. Formulate a basic ROI analysis
5. Know how to use trial close techniques to advance a prospect toward a decision
6. Define the elements of professional proposal

Course 7: OBJECTION HANDLING

This course presents several common objections with appropriate ways to handle them.

At the conclusion of this course, the student will demonstrate or perform the following:

1. Know the common objections and how to prepare for a prospect's anticipated objections
2. Know how to detect and identify true objections
3. Know common techniques for responding to and resolving common objections
4. Know how to transition to the appropriate next step in the sales process

Course 8: CLOSING

This course covers the latter stages of the buying process when the prospect is prepared to buy and needs to complete final steps.

At the conclusion of this course, the student will demonstrate or perform the following:

1. Know how to recognize and respond to buying indicators
2. Know how to revise and present the final proposal
3. Know how to ask for the business in a clear, confident and professional manner
4. Know how to process sales orders and contracts and understand the purchasing roles of third parties such as procurement and legal
5. Know how to transition to implementation and ongoing account management

Course 9: EMAIL & VOICEMAIL

This course covers composing effective emails and voicemails as a compliment to conversations throughout the sales process.

At the conclusion of this course, the student will demonstrate or perform the following:

1. Define a call to action and identify clear calls to action in email and voicemail
2. Know the elements of effective emails and voicemails for prospecting
3. Write a prospecting email and leave a prospecting voicemail
4. Know the elements of effective emails and voicemails for follow up

5. Write a follow up email and leave a follow up voicemail
6. Write an effective contact plan which utilizes the minimum number of touches to prospects

Course 10: TERRITORY, ACCOUNT & CHANNEL MANAGEMENT

This course covers territory planning, account management, channel management, and customer service.

At the conclusion of this course, the student will demonstrate or perform the following:

1. Outline a basic territory and/or distribution development plan
2. Describe key components of effective account management
3. Describe a channel and distribution model and key components of working with third parties
4. Know best practices of a team selling model
5. Describe the key components to effective customer service
6. Demonstrate an understanding of time management principles
7. Know how to ask for referrals
8. Know how to use a CRM/SFA application for effective territory management
9. Know the elements of a typical manager-rep one-on-one and Quarterly Business Review (QBR) process and meeting
10. Personal/professional development and continuous learning

Course 11: FINAL EXAM PREPARATION This course will help students prepare for a successful outcome on the final examination.

At the conclusion of this course, the student will be prepared for their final exam with the following materials and scheduling:

1. Review the process for scheduling and taking the final exam
2. Select a sales scenario which will be the basis for the final exam role play
3. Review all components required for a passing the final exam role play
4. Review the score sheet and components that will be graded
5. Listen to a successful recorded role play call and view how it is graded

Module 4: Application Capstone Project

The Capstone Application Project is an innovative and practical component of the programme, which requires participants to complete a real-time project on behalf of an organisation. It is envisaged that students will choose to undertake a sales development project on behalf of their organisation, which will allow the participant to professionally reflect on the knowledge, skills and competencies required for a career in inside sales.

The Capstone Application Project brings learning together in a meaningful way while giving the participant the opportunity to conduct a significant piece of individual work and allows for professional reflection.

Academically, the Capstone Application Project tests the learner's ability to apply learning to real organisational issues. The project academic submission must demonstrate the learner's understanding and logical application of relevant concepts and knowledge encountered throughout the programme modules.

Completed Capstone Application Project is designed as an individual piece of assessment for several reasons. It confers a sense of ownership on the learner and provides an opportunity to deliver a meaningful piece of researched work to the participating organisation.