



**celsius**<sup>o</sup>

The Graduate Recruitment Specialists

# Celsius Graduate Recruitment ISM Diploma in Professional Sales



**ISM**  
INSTITUTE OF SALES MANAGEMENT

RAISING THE VALUE OF SALES





"It's all to do with training: you can do a lot if you are properly trained." – Queen Elizabeth II

## Celsius ISM Diploma in Professional Sales

### The Celsius ISM Diploma in Professional Sales

**At Celsius, a truly unique feature of our recruitment process is the ISM Diploma in Professional Sales, a three modular, eight-day course offered to our newly placed graduates. This course is exclusive to Celsius and due to its in-depth content, is endorsed by the Institute of Sales Management.**

**The aim of the course is to develop the necessary professionalism, confidence and skills to help successful candidates to become immediately effective within a sales environment.**

#### **How it works:**

On completion of each module, attendees are issued with an ISMM endorsed in-house certificate in order to track progress.

The 'ISM Diploma in Professional Sales' is then awarded following successful completion of all three modules and upon receipt of a suitable reference from the attendee's manager.

In order to best align each module with the ongoing personal and professional development of each graduate, completion of the three modules can be flexibly spread over a 12-month period.

Course delivery utilises fully equipped multi-media facilities and a full telephone training system that enables role-plays and activities to be as close to a real situation as possible. Activities are videoed and telephone role-plays recorded to allow for play back during group debriefing sessions.

#### **Module 1-An Introduction to Professional Sales**

**4 Days**

#### **Module 2-Sales Negotiation and Influencing**

**2 Days**

#### **Module 3-The Essentials of Account Development**

**2 Days**

# An Introduction to Professional Sales

To have made it to this stage, your graduate employee already possesses the interpersonal communication and aptitude that is required in a fast paced, professional environment. **Module One** builds upon this ability by providing the building blocks required to form the foundations for a successful sales career.

**“The key to this business is personal relationships.”**

- Tom Cruise, *Jerry Maguire*



This course challenges attendees to consider concepts such as:

*The sales process*  
*What makes an effective sale*  
*Why people buy*  
*'ABC' ('always be closing')*

### **The Boot Camp**

To help you to address the many challenges, knowledge gaps and confidence issues faced by employees that are new to a sales role, this highly interactive module will provide you with the theory, techniques and opportunity to practice and hone your skills in a fun, supportive learning environment. We cover:

- Mastering the elevator pitch
- Achieving rapport, credibility and essential knowledge
- Building customer trust
- Networking and the power of LinkedIn
- Preparing for the sales call
- Selling to different personality styles
- Getting past the gate keeper
- Securing the call back
- Effective questioning and listening
- Handling objections confidently
- Recognising buying signals and motivators
- Qualifying the sale
- Researching and preparing for a winning pitch
- Closing the deal

### **Takeaways**

Throughout the four days, attendees are set tasks and objectives that stretch them from their comfort zone and aid their ongoing development. Learning is constantly reinforced by way of practical activities, group discussion and role-play activities, using our telephone training system.

As with all diploma modules, attendees are required to review their learning daily and set relevant objectives in order to assist them in putting this into practice once back in the workplace.

# Sales Negotiation & Influencing

**Understanding how to effectively influence and negotiate with decision makers is the key to achieving a successful sale.**

**“Let us never negotiate out of fear. But never let us fear to negotiate”**

- John F. Kennedy

During a negotiation, being able to establish the client’s interest and position, as well as understanding the difference between what they want to achieve and what they need to achieve is what gets the effective negotiator early control and a really great deal. What we cover:

*Tactical and Ethical Negotiation  
Negotiation Style  
Want to get, expect to get, better get*

## **The Boot Camp**

In this highly participative module, you will learn how to take early control of a negotiation in order to strengthen your position and effectively drive through the sale. We cover the strategies used by skillful negotiators as well as show you how to recognise the tactics commonly deployed by buyers and decision makers, so that you can prepare and respond with confidence. We cover:

- Adversarial and Cooperative bargaining
- Preparing to win
- The power of language, how not to lose control and influence
- The Negotiation WEB
- Understanding positions and interests
- Needs, wants and motivations
- The psychology of the decision maker
- SWOT analysis and objective setting
- Knowing and using concessions
- Spotting, countering and using negotiation tactics

## **Takeaways**

Throughout this module, learning is aided via practical activities, group discussion and role-play. During day two, the concluding ‘team’ task allows the participants to try their hand at the negotiation table where they are tasked with the joint goal of reaching an agreement whilst keeping their cool and not losing site of the ‘win-win’ proposition. Delegates will learn how the different styles of negotiation can influence a sale and most importantly the resulting client relationship.

As with all diploma modules, attendees are required to review their learning daily and set relevant objectives in order to assist them in putting this into practice once back in the workplace.



# The Essentials of Account Development

**There's more to account development than managing the account, a skilled account manager will adopt a 'consultative' stance with their customers in order to strengthen their position, relationship and identify the right sales solutions that create their company's key accounts.**

This module highlights the need to be more than just a 'sales person' but someone who becomes a business consultant, long-term ally and strategic co-ordinator.

**"No business in the world has ever made money with poorer management."**

- Bill Terry



## The Boot Camp

According to the Pareto principle, the top twenty percent of your clients will give you eighty percent of your business. How then do you optimise how you service these accounts whilst not losing sight of your pipeline and future business potential? This module will teach you the knowledge, skills and techniques required to effectively analyse, prioritise, develop and review your accounts whilst taking a customer-centric approach that maximises revenue, everybody wins. We cover:

- Strategic account management
- The difference between product selling and consultative sales
- Reviewing the sales process and managing your pipeline
- Effective account planning and prioritisation
- Uncovering and developing customer need
- Identifying and understanding key buying influencers
- Understanding influencer response modes and when they are ready to buy
- The psychology of the decision maker
- Mapping the decision making process
- The Win/Win Matrix– objective business wins and subjective personal wins

## Takeaways

Attendees will take away a set of essential tools that will allow them to adopt a more consultative approach when dealing with customers, to quickly identify and uncover customer need, respond with the most effective sales solutions and to achieve higher levels of customer satisfaction and retention.

As with all diploma modules, attendees are required to review their learning daily and set relevant objectives in order to assist them in putting this into practice once back in the workplace.