

|  |   |  |                |
|--|---|--|----------------|
| <b>Title</b>                                       | <b>Certificate in Sales Skills</b>  |  |                |
| <b>Target Audience</b>                             | <b>Individuals, Job seekers, Employees</b>  | <b>Length of Study</b>   | <b>112 GLH</b> |
| <b>Topic Summary</b>                               | <p>1) Organisations use competencies and competency frameworks to identify, develop and reinforce certain types of behaviours that are required to achieve organisational success. Today almost all the Fortune corporations have integrated the concept of competencies in all critical areas of human resources management. This training programme aids organisations and employees to identify and develop competency related behaviours and sales roles.</p> <p>2) Sales functions are the lifeblood of most organisations. They can exponentially grow revenue and cement a business' success. The General Sales Solution in this program assesses a range of personality and motivational characteristics that represent a tendency towards effective sales behaviour. The solution used in this program investigates the likelihood respondents may exhibit certain types of sales related behaviour. It can be used to identify potential gaps in performance, facilitate personal development or structure behavioural interviews in order to inform and support selection decisions.</p> |  |                |
| <b>Learning Outcomes &amp; Assessment Criteria</b> | <b>Part 1 – Identifying My Development Needs</b>  |  |                |
|  | <b>Learning Outcome – 1</b><br>Understand the concept of competencies and behavioural dimensions in critical areas of human resources development.  | <b>Assessment Criteria</b> <ul style="list-style-type: none"> <li>➤ Understand the nine universal behaviours/dimensions and their importance for any organization.</li> <li>➤ Understand the competencies within each of the nine universal behaviours/dimensions.</li> </ul>  |                |
|  | <b>Learning Outcome – 2</b><br>Explore self profile against the nine universal behaviours/dimensions.   | <b>Assessment Criteria</b> <ul style="list-style-type: none"> <li>➤ Understand self-profile in each competency within each of the nine universal behaviours/dimensions.</li> <li>➤ Discuss development recommendations in each competency within each of the nine universal behaviours/dimensions.</li> </ul>        |                |
|  | <b>Learning Outcome – 3</b><br>Explore own potential strengths and potential areas for development.   | <b>Assessment Criteria</b> <ul style="list-style-type: none"> <li>➤ Explore own potential strengths.</li> <li>➤ Explore own potential areas for development.</li> </ul>  |                |
|  | <b>Learning Outcome – 4</b><br>Explore and address possible development needs.  | <b>Assessment Criteria</b> <ul style="list-style-type: none"> <li>➤ Focus on the dimensions identified for development from the profile.</li> <li>➤ Use the development recommendations to help determine which development activities to pursue.</li> <li>➤ Define how to monitor and evaluate progress.</li> </ul> |                |

|  |  |   |
|--|--|---|
| <b>Learning Outcomes &amp; Assessment Criteria</b> | <b>Part 2 – Identifying and Improving Sales Roles</b>                                  |   |
|  | <b>Learning Outcome – 1</b><br>Understand the sales process.                           | <b>Assessment Criteria</b> <ul style="list-style-type: none"> <li>➤ Understand the sales process phases.</li> <li>➤ Understand own competency level against the sales process.</li> <li>➤ Understand own potential strengths and areas of potential risk within the sales process phases.</li> </ul>                                    |
|  | <b>Learning Outcome – 2</b><br>Develop self-development plan to improve sales roles.   | <b>Assessment Criteria</b> <ul style="list-style-type: none"> <li>➤ Comprehend more detailed information regarding own performance on each of the sales process dimensions.</li> <li>➤ Create a development plan to improve the behaviors/dimensions of the sales process phases.</li> </ul>  |
|  | <b>Learning Outcome – 3</b><br>Understand sales roles culture fit.                     | <b>Assessment Criteria</b> <ul style="list-style-type: none"> <li>➤ Understand own fit to different types of roles or work environments to work under certain workplace conditions.</li> <li>➤ Determine the types of motivators and environments that stimulate the candidate and can help him/her perform at his/her best.</li> </ul> |
| <b>Delivery Style</b>                              | Coaching, practice, In-class attendance, Theory presentation, Instructor-led Training. |   |