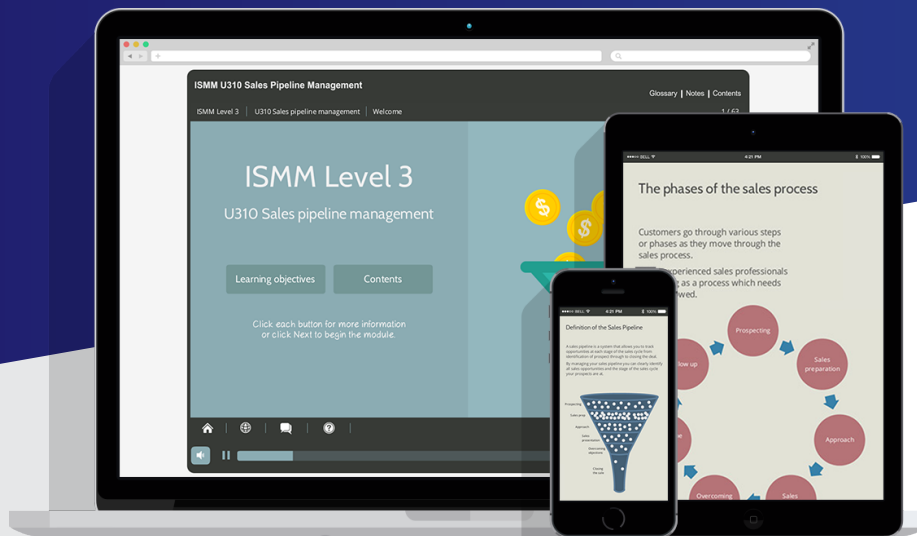


ISMM U310 - SALES PIPELINE MANAGEMENT



CREDITS

Six

QCF UNIT REFERENCE NUMBER

J/502/7509

DELIVERY

e-Learning

ASSESSMENT

Written exercises as you go

RECOGNISED BY

ISMM

DURATION

48 guided learning hours

LANGUAGE

English



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This course has been developed to show you how to forecast sales and set sales targets. In addition the course contains a number of other techniques surrounding Sales Pipeline Management.

WHAT IS ISMM LEVEL THREE?

The Institute of Sales and Marketing Management (ISMM) is a government-recognised industry body dedicated to giving sales and marketing professionals. Their qualifications equip salespeople with the knowledge and skills to help them sell more effectively, professionally and ethically. ISMM level three is aimed at salespeople in their first or second sales role, and is recognised in the same way as an A-level.

WHAT'S IN IT?

- How to track opportunities at each stage of the sales cycle
- How to smooth out customer demand and create a more stable and reliable sales cycle
- Ways to describe issues which complicate pipeline management
- How to analyse conversion ratios and prioritise time spent on prospects
- Tools you can use to develop prospects through the sales cycle

THIS COURSE IS FOR YOU IF ...

- You want to learn how to forecast sales and set sales targets
- You're ambitious and interested in learning various Sales Pipeline Management techniques
- You have been working in a sales environment for one to two years and want to boost your CV
- You want an internationally-recognised qualification approved by the UK government
- You are working towards your sales and marketing certificate or diploma
- You want cost-effective sales training recognised by the UK government without losing office hours

HOW DO I PASS?

At points in the course you will pause for a series of targeted written assignments that show you have met the assessment criteria. This will be work-based evidence often referring to your actual day-to-day sales activities.