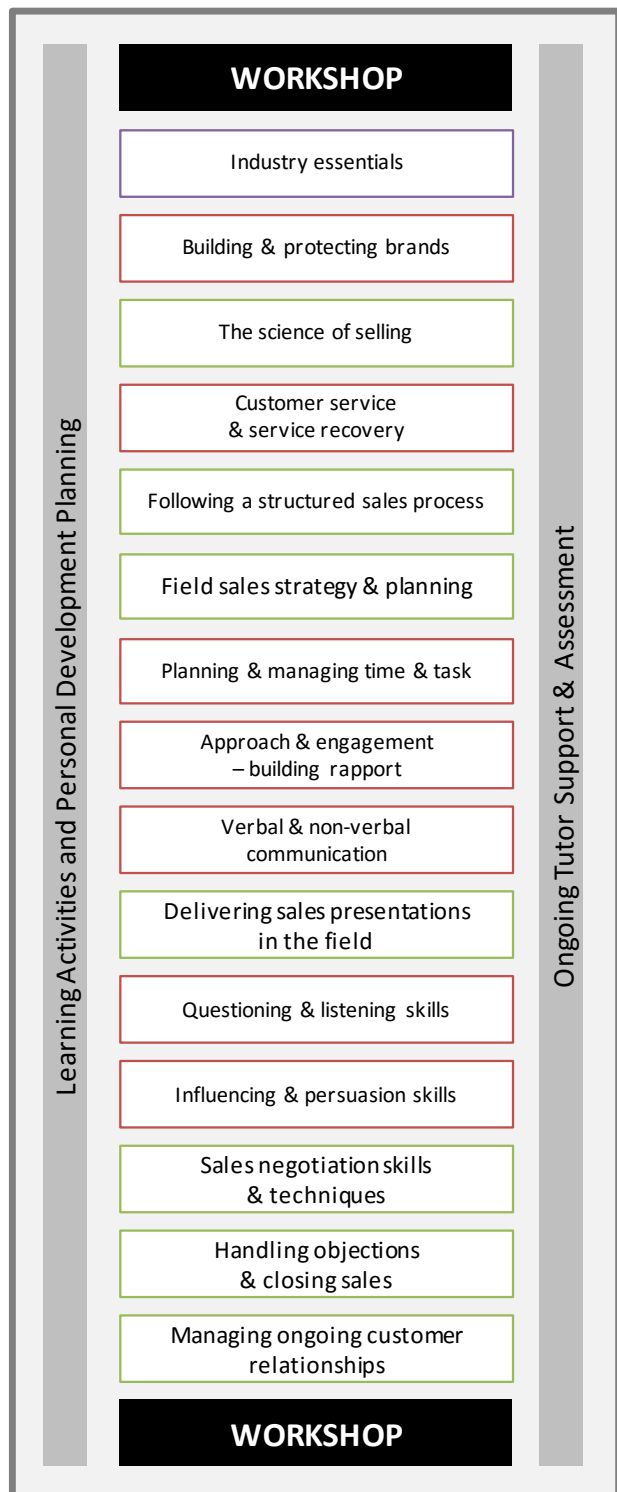


# Level 4 Certificate in Continuing Professional Development: Professional Field Sales

## About the programme

This programme has been developed in partnership between FieldStar and University of Derby, and is the first university accredited learning and development programme created specifically for those working in field sales roles, or face-to-face marketing roles with personal sales targets. It will help you on your journey to become an exceptional sales person, will develop transferable skills and will improve the return on investment you deliver. On successful completion of the programme you'll also gain an internationally recognised university-level qualification.



**How do I study?** Online, at work and at two group workshops. Studying is flexible to fit around work and home commitments.

**How long does it take?** Approx 20 weeks (most students average 2-3hrs of online study per week)

**Entry requirements:** If you are over 18, working in a field sales or face-to-face marketing role, and have positive support from your employer, we will welcome your application. There are no prior learning requirements, but a good command of written and spoken English is expected.

**Start date:** In-company programmes available any time for 15+ students.

**Cost:** £1,200 +VAT per student



## How you'll learn

Work based learning has you and your activities at work at its core. It's a flexible and cost effective way to study that fits around your work and home life commitments.

As you progress through each unit you'll be encouraged to apply what you've learned to your work, using the opportunities that occur naturally within your workplace to link, test, refine and fully understand the knowledge and skills you have gained.

You'll use the online portal to reflect on what you find in short (200-300 word) statements. We'll help you develop a 'what, so what, now what' style of reflection that can help you to become a forward thinking, pro-active learner in everything you do.

During the programme you'll also produce a personal development plan that will help you to align your learning with your company's objectives, and carry it forward, ensuring that the knowledge and skills you've developed continue to benefit you and your employer long after the programme has ended.

You'll be supported throughout by your personal tutor. Learning activities include group workshops, online learning (videos, text, interactive diagrams, etc) as well as structured activities designed to help you develop knowledge and skills that you can immediately put to practical use.

## Get in Touch

FieldStar Network Ltd  
0844 879 7951 | [contact@fieldstar.org](mailto:contact@fieldstar.org)  
[www.fieldstar.org](http://www.fieldstar.org)

# Programme Content

## Professional Field Sales

(Level 4, 40 credits)

### Industry essentials

- Sales vs. Marketing
- Delivering a return on investment
  - Underlying objectives
  - The 7 Ps of marketing
  - Customer targeting and segmentation
- Keeping within the law
  - Health & safety
  - Data protection
  - Additional laws & legislation

### Building & protecting brands

- Understanding brands & branding
- Brand elements
- Exploring brand identity
- Brand advocates & ambassadors
- Your role in brand building & protection

### The science of selling

- What is selling
- How customers really make decisions
- The customer journey in the sales process
- Information & purchase decisions
- Factors influencing purchase decisions

### Customer service & service recovery

- What is a customer & why should we care?
- The LTV concept
- The wants and needs of the customer
- Front and back wheel customer service
- Diffusing difficult situations
- Resolution & rescue

### Following a structured sales process

- Exploring sales models
- Exploring the field sales process
- Selling B2B vs. B2C
- Understanding what you are selling
- Selling products vs. services
- Evaluating the right sales process

### Field sales strategy & planning

- Value vs. likelihood – the sales matrix
- Planning and research
- The sales cycle – where are you now?
- The principles of CRM

### Planning & managing time & task

- Analysing your time
- Managing a territory
- Effective route planning
- What are your rocks?
- The urgent / important matrix
- How to use the matrix
- Strategies for different quadrants
- Dealing with time thieves

### Approach & engagement - building rapport

- Understanding brand you
- Creating instant rapport
- Building rapport - mirroring, matching & reciprocity

### Verbal & non-verbal communication

- Introducing body language
- Busting the Mehrabian myth
- How to speak so that people want to listen
- Exploring tone
- The power of words
- Body language secrets revealed
- Your body language shapes who you are
- How to spot a liar
- Reading other peoples body language

### Delivering sales presentations in the field

- Planning your presentation
- Props and presentation aids
- Avoiding 'death by PowerPoint' (and its equivalent)
- Tips for using visual presentation aids
- Managing your audience
- How to deliver a powerful performance
- Sales presentation practice

### Questioning & listening skills

- The power of questioning and listening
- Exploring question types
- Open and closed questions
- Great sales questions
- Effective listening
- Listening in the silence
- Questioning & interviewing

### Influencing & persuasion skills

- Exploring influence and persuasion
- Cialdini's 6 weapons of influence
  - Weapon 1: Reciprocity
  - Weapon 2: Scarcity
  - Weapon 3: Authority
  - Weapon 4: Commitment and consistency
  - Weapon 5: Liking
  - Weapon 6: Consensus or 'social proof'
  - Using your "weapons of influence"
- Understanding and using different types of power
- Strategic persuasion - it starts with you

### Sales negotiation skills & techniques

- What is negotiation?
- Principles of negotiation
- The ground rules
- Understanding what you can negotiate
- Negotiation planning & preparation
- Negotiation in practice

### Handling objections & closing sales

- Creating the path to closing the sale
- Anticipating and understanding objections
- Dealing with difficult questions
- Asking for yes
- Dealing with no
- The importance of ethical selling
- Delivering on promises

### Managing ongoing customer relationships

- Field sales and account management
- Principles of good account management
- Developing the business
- The importance of trust
- How to build trust

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