

**perform.**

**SELL**

**NEGOTIATE**

**SERVICE**

**NETWORK**

**PRODUCT KNOWLEDGE**

## Sales and Marketing

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# Introduction to Selling

## Program Overview:

Every organisation needs to 'sell' in order to succeed. Despite this there are often people who say "I hate selling". This program introduces participants to the principles of selling in a way that removes the anxiety felt by non-salespeople of being high pressure or manipulative.

Participants learn to see selling as a 'giving process' rather than a 'taking process' and they increase their skill and comfort at selling their organisation's products and services.

## Designed for:

Non-salespeople or those new to selling who are required to promote their organisation and sell their products and services. Also suited to people who fall into the "I hate selling" mindset.

## Content:

- Why do some people hate selling?
- Why are some salespeople disliked?
- Why is the world full of people who sell things?
- Features vs benefits
- Sales techniques that build rather than destroy relationships
- Listening skills
- Questioning techniques
- Solving a problem rather than selling
- Value vs price.

## Learning Outcomes:

As a result of attending this program, participants should be able to:

- Describe the benefits of developing a sales oriented culture in organisations
- Support selling as a positive behaviour for employees
- Distinguish between features and benefits
- Use some non-manipulative sales techniques
- Promote products and services based on value rather than price.

## Relationship to Competency Standards:

- BSBMKG413A Promote products and services.

Program No: 205

Duration: 1 day

Times: 9.00am - 4.30pm

Dates: January 22

March 5

May 31

June 25

July 19

September 10

November 12

Fees:

\$565.00

\$470.00 Corporate/Professional Members

Additional fee applies for Assessment, see page 7.



This program can be linked to Certificate IV in Business on page 42.

# Essential Selling Skills

## Program Overview:

Regardless of the size or type of business, being able to sell services, products or concepts is an essential element of business success. This program provides participants with skills and tools to become effective sales professionals – from identifying opportunities, communication and presentation skills to closing and following up on sales.

## Designed for:

Sales people consolidating the basic skills of selling or people new to selling.

## Content:

- Changing sales environment
- Managing self, time and territory
- Eight stages of the sales process
  1. Prospecting
  2. Planning
  3. Discovery
  4. Presenting solutions
  5. Handling objections
  6. Negotiating
  7. Getting commitment
  8. Following-up and service.

## Learning Outcomes:

As a result of attending this program, participants should be able to:

- Employ prospecting methods, qualify prospects and manage prospect information
- Prepare and present sales solutions
- Manage buyer resistance through effective negotiation and product knowledge
- Identify and respond to buying signals
- Finalise the sales agreement
- Support post sales activities to strengthen client relationships and create potential opportunities for future sales.

## Relationship to Competency Standards:

- BSBSLS402A Identify sales prospects
- BSBSLS403A Present a sales solution
- BSBSLS404A Secure prospect commitment
- BSBSLS405A Support post-sale activities.

Program No: 215

Duration: 3 days

Times: 9.00am - 4.30pm

Dates: March 22-24

May 5-7

July 26-28

September 1-3

November 22-24

Fees:

\$1315.00

\$1095.00 Corporate/Professional Members

Additional fee applies for Assessment, see page 7.



This program can be linked to Certificate IV in Business Sales on page 90.

## Advanced Selling

### Program Overview:

This is an advanced selling skills program aimed at the more experienced salesperson. The focus of the program is on personal growth – this is achieved through developing processes which enable a greater application of planning, negotiating and communication skills. By attending this program, participants will learn how to maximise their sales potential and develop business winning skills.

### Designed for:

Trained and experienced sales people who have not previously had formal sales training.

### Content:

- How to get the best results from your sales efforts
- How to create total mastery of the sales cycle
- How to read the customer
- How to grow accounts
- Negotiation skills
- How to make effective presentations
- How to develop positive follow-through techniques
- How to sharpen and refine your sales performance.

### Learning Outcomes:

As a result of attending this program, participants should be able to:

- Increase the sales value of each customer to the organisation
- Build a strategy for developing business
- Apply positive influencing techniques to secure more business
- Communicate using a wide variety of effective relationship building approaches
- Deliver business winning presentations.

### Relationship to Competency Standards:

- BSBPRO401A Develop product knowledge.

Program No: 234

Duration: 3 days (1 day per week for 3 weeks)

Times: 9.00am - 4.30pm

Dates: March 4, 11, 18  
May 13, 20, 27  
July 14-16  
October 8, 15, 22

Fees: \$1315.00  
\$1095.00 Corporate/Professional Members

Additional fee applies for Assessment, see page 7.



This program can be linked to Certificate IV in Business Sales on page 90.

## Negotiating Skills for Sales People

### Program Overview:

Many salespeople spend a large percentage of their time in negotiations with varying degrees of success. This program will help you develop the skills to increase the likelihood of success and enable you to leave the negotiation on a win-win basis, which is so essential for the establishment of long term relationships with clients.

### Designed for:

Sales managers, sales representatives, marketing executives and managers or any sales-oriented individual who would like to improve their sales negotiation ability.

### Content:

- Strategies/tactics
- Conflict handling
- Types of influence
- Negotiator styles
- Climate setting
- Stages in negotiations
- Identifying client needs
- Questioning techniques
- Planning
- Practical exercises
- Application planning.

### Learning Outcomes:

As a result of attending this program, participants should be able to:

- Set clear objectives for a negotiation
- Plan strategy and determine environment
- Identify and use tactics and counter tactics
- Recognise the phases of negotiation
- Settle issues and implement agreement.

Program No: 211

Duration: 2 days

Times: 9.00am - 4.30pm

Dates: April 8-9  
July 29-30  
October 28-29

Fees: \$965.00  
\$795.00 Corporate/Professional Members

# Marketing Management

## Program Overview:

This program looks beyond marketing in its traditional sense and focuses on providing participants with an extensive exposure to marketing discipline and strategic dimensions of the enterprise in today's rapidly changing environment. This program encourages participants to identify, develop and implement strategies which will enhance their organisation's effectiveness in the marketplace. Participants will be able to clearly identify opportunities through evaluating the market, plan research, organise direct marketing opportunities, and review their process.

The program is content rich and provides a direct link to the issues and challenges of each participant's workplace. Each module is presented with an eye to how it might be used to positively impact on performance, revenue or customer perceptions in the workplace.

The Marketing Management program also makes up a significant amount of the Diploma of Marketing for those participants who wish to pursue a Nationally Recognised Qualification. By demonstrating how they apply the learning from the program to their workplace, participants can fulfil the major components of the assessment required for this qualification.

## Designed for:

Managers, particularly sales and marketing managers, who wish to increase and improve their knowledge and skills in the marketing arena. Ideally participants should have had some exposure to the marketing field and experience working in a marketing role. However, participants who are new to marketing, but have the support of their organisation to implement marketing initiatives, will also benefit from the program.

## Content:

- Identifying opportunities for greater marketing exposure
- Evaluating the current marketplace
- What makes for a successful 'marketing mix'
- Researching the market
- Interpreting data and information gained from the marketplace
- Aligning the marketing mix to the objectives of the organisation
- Monitoring marketing activities
- Planning and implementing direct marketing strategies.

## Learning Outcomes:

As a result of attending this program, participants should be able to:

- Identify, evaluate and review marketing opportunities
- Plan and interpret market research and trends
- Develop a meaningful marketing plan
- Communicate the marketing plan to key stakeholders
- Plan, implement and monitor direct marketing activities.

## Relationship to Competency Standards:

- BSBMKG501B Identify and evaluate marketing opportunities
- BSBMKG502B Establish and adjust the marketing mix
- BSBMKG506B Plan market research
- BSBMKG507A Interpret market trends and developments
- BSBMKG514A Implement and monitor marketing activities
- BSBMKG508A Plan direct marketing activities
- BSBMKG509A Implement and monitor direct marketing activities.

Program No: 201

Duration: 4 days

Times: 9.00am - 4.30pm

Dates: March 15-18  
October 26-29

Fees: \$1620.00  
\$1340.00 Corporate/Professional Members

Additional fee applies for Assessment, see page 7.



This program can be linked to Diploma of Marketing on page 89.

# LEARNING APPROACHES

Most sales and marketing people have high energy levels and a strong focus on practical training that they can apply immediately when they return to work. The design of all AIM programs recognises these traits and have a mix of learning approaches to keep participants engaged and on track. Here is the breakdown of a typical sales and marketing program:

30% ACTIVITIES & SKILL DEVELOPMENT

25% PRACTICAL REAL-LIFE CASE STUDIES

20% APPLICATION PLANNING

15% GROUP DISCUSSION

10% THEORY AND FRAMEWORKS

# Leading Your Sales Team

## Program Overview:

One of a sales manager's goals is to achieve target sales results over the long term by building up a champion sales team and this involves doing 'the right things at the right time'. This intensive program exposes participants to essential knowledge and skills required by the modern sales manager.

## Designed for:

Current and aspiring sales managers who want to develop a high performing sales team, and who want to learn how to maximise the sales from their market segments.

## Content:

- The key result areas of a sales manager
- Building a successful sales team
- Sales planning, forecasting and budgeting
- Measuring the performance of field sales people
- Incentives and compensation options
- Motivating the team
- Counselling, discipline and appraisal interviews
- Making presentations
- Coaching others who give sales presentations.

## Learning Outcomes:

As a result of attending this program, participants should be able to:

- Plan sales operations
- Direct the sales team
- Evaluate sales team effectiveness and performance
- Prepare a presentation
- Build and maintain networks
- Review current business performance and capability.

## Relationship to Competency Standards:

- BSBSLS501A Develop a sales plan
- BSBSLS502A Lead and manage a sales team.

<b>Program No:</b>	210
<b>Duration:</b>	3 days (1 day per week for 3 weeks)
<b>Times:</b>	9.00am - 4.30pm
<b>Dates:</b>	May 14, 21, 28 August 3, 10, 17 November 1, 8, 15
<b>Fees:</b>	\$1315.00 \$1095.00 Corporate/Professional Members

Additional fee applies for Assessment, see page 7.



This program can be linked to Certificate IV in Business Sales on page 90.

# Managing the Media

With ABC Radio Presenter James Lush

## Program Overview:

Understanding how the media works and doesn't work is essential to your organisation's capacity to manage your brand. ABC radio personality James Lush will guide participants through a series of practical activities to examine some secrets of managing a range of media including newspapers, internet, radio and TV. Participants will also learn about 'The Pitch', or how to get your story told by the local media.

## Designed for:

The program is open to anyone who deals with the media on a regular basis, or who wants to understand more of the potential benefits and risks of managing media to grow their brand.

## Content:

- Overview of the media
- What makes a story
- Radio/Internet/Press/TV
- Interview technique
- The newspaper challenge
- The radio interview
- The TV interview
- The age of control – the importance of the Internet.

## Learning Outcomes:

As a result of attending this program, participants should be able to:

- Define key benefits and potential risks of managing the media
- Distinguish between the subtleties of different media
- Plan and execute a successful media interview
- Develop an effective pitch to the media
- Begin developing strategies to enhance their organisation's brand through the media.

<b>Program No:</b>	197
<b>Duration:</b>	1 day
<b>Times:</b>	9.00am - 4.30pm
<b>Dates:</b>	April 27 August 4
<b>Fees:</b>	\$775.00 \$640.00 Corporate/Professional Members

## Manage Customer Service

### Program Overview:

No company can survive today's competitive environment without a full commitment to servicing customers. This program provides the essential, practical tools to define, plan, implement and monitor customer service strategies that complement the organisation's business plan and will impact on its bottom line.

### Designed for:

People responsible for ensuring that customers, internal and external, receive consistent outstanding service, including: all managers, team leaders or people seeking to acquire the skills involved in these roles.

### Content:

- Know your customers
- Identify and plan to meet customer needs and expectations
- Integration of customer service with the organisation's strategic plans and operations
- Marketing service quality
- Customer service standards
- Reviewing and managing customer service.

### Learning Outcomes:

As a result of attending this program, participants should be able to:

- Plan to meet internal and external customer requirements
- Deliver quality products and services
- Monitor, review and adjust quality of customer service.

### Relationship to Competency Standards:

- BSBCUS501A Manage quality customer service.

Program No: 207

Duration: 2 days

Times: 9.00am - 4.30pm

Dates: February 1-2  
June 3-4  
September 23-24  
November 18-19

Fees: \$965.00  
\$795.00 Corporate/Professional Members

Additional fee applies for Assessment, see page 7.



This program can be linked to Diploma of Management on pages 48-49.

## How to Deliver Great Service

### Program Overview:

Bring customers back to your organisation through positive service provided by your frontline staff. This program is designed to develop skills in satisfying customer needs and dealing with difficult customers. Greatly improved organisational image and personal effectiveness will result from this excellent one day customer care program.

### Designed for:

Anyone working at the frontline of customer service. This will include retail staff, receptionists, service desk staff, counter staff in government departments and anyone else dealing directly with external and/or internal customers.

### Content:

- How customers view service
- Identifying customer needs through effective communication
- Handling difficult customers
- Dealing with conflict
- Coping with stress
- Recognising and satisfying internal customer needs.

### Learning Outcomes:

As a result of attending this program, participants should be able to:

- Create a good first impression
- Listen actively
- Gather relevant information by asking needs focused questions
- Display empathy to a customer
- Develop assertive responses when dealing with difficult customers
- Identify internal customers and their needs.

Program No: 237

Duration: 1 day

Times: 9.00am - 4.30pm

Dates: January 29  
March 2  
May 5  
July 9  
September 14

Fees: \$565.00  
\$470.00 Corporate/Professional Members

PROGRAM IMPROVED  
MY UNDERSTANDING  
OF THE SALES ROLE

## Building Client Relationships

### Program Overview:

Building relationships and effective account management form the basis for successful sales strategy in an organisation. This program focuses on ways to build sales, retain business and increase referrals through the effective servicing and management of one-on-one relationships with clients. The interpersonal aspects of developing mutually beneficial relationships are covered with reference to relationship management models designed to maximise return to business.

### Designed for:

Account managers, client relationship/liaison managers, sales executives/representatives and technical people who support the sales process in a client-facing role.

### Content:

- Defining client relationships
- Benefits of developing strong client relationships
- Communication and relationship building
- Measuring client satisfaction
- Developing client loyalty
- Planning to build relationships.

### Learning Outcomes:

As a result of attending this program, participants should be able to:

- Initiate interpersonal communication with clients
- Establish client relationship management strategies
- Maintain and improve ongoing relationships with clients
- Build and maintain networks.

### Relationship to Competency Standards:

- BSBREL402A Build client relationships and business networks.

Program No: 206

Duration: 2 days

Times: 9.00am - 4.30pm

Dates: February 4-5  
May 10-11  
August 12-13  
November 25-26

Fees: \$965.00  
\$795.00 Corporate/Professional Members

Additional fee applies for Assessment, see page 7.



This program can be linked to Certificate IV in Business Sales on page 90, Certificate IV in Business on page 42.

## Contract Law

### Program Overview:

Many people are entering into contracts everyday without fully understanding the legal and practical implications. This short program aims to offer a lay-person's guide to contract law so that participants can better understand their legal position and their contractual obligations.

### Designed for:

People who are involved in entering business relationships with customers, suppliers or other stakeholder groups.

### Content:

- What constitutes a contract?
- Types of contract
- Who can enter into a contract?
- Offer and acceptance
- Rights and obligations of the parties
- Breach of contract
- Essentials of managing a contract
- Case studies.

### Learning Outcomes:

As a result of attending this program, participants should be able to:

- Understand the core elements of contract law
- Diagnose the contracts they currently have and identify areas of risk
- Apply this knowledge to their own workplace.

Program No: 187

Duration: ½ day

Times: 1.00pm - 5.00pm

Dates: May 31  
August 27  
November 15

Fees: \$280.00  
\$240.00 Corporate/Professional Members

## Qualification Overview:

This Nationally Recognised Qualification provides further development for those people who may have relevant knowledge and skills in the sales area, and now desire to deepen their understanding and ability to work within the marketing sector. These programs reflect the roles of people who possess a sound theoretical knowledge base in marketing management and use those skills to ensure that marketing functions are effectively conducted in an organisation or business area.

## Designed for:

This qualification is relevant for marketing managers, marketing team leaders, product managers and public relations managers.

## Requirements to Receive the Diploma of Marketing:

Participants are required to complete the two (2) programs as listed below and successfully fulfil the assessments as indicated on enrolment to the program. This will be either through assignments (for each program) or a work-based project (which covers both programs).

Program	Program No	Days	Non Members	Corporate/ Professional Members	Page
Managing Team Budgets	613	1	\$565.00	\$470.00	56
• BSBFIM501A	Manage budgets and financial plans				
Marketing Management	201	4	\$1620.00	\$1340.00	85
• BSBMKG501B	Identify and evaluate marketing opportunities				
• BSBMKG502B	Establish and adjust the marketing mix				
• BSBMKG506B	Plan market research				
• BSBMKG507A	Interpret market trends and developments				
• BSBMKG514A	Implement and monitor marketing activities				
• BSBMKG508A	Plan direct marketing activities				
• BSBMKG509A	Implement and monitor direct marketing activities				
Assessment per unit of competency <b>or</b>			\$235.00	\$220.00	7
Assessment of work-based project (Total x 8)			\$1880.00	\$1760.00	7
<b>Total</b>			<b>\$4065.00</b>	<b>\$3570.00</b>	

## Assessment:

Assessment of the Diploma of Marketing may be either through assignment (for each program) of a work-based project, which covers all of the competencies for the qualification.

## Enrolment:

For an Information Kit, please contact the Client Service Centre on (08) 9383 8000 or visit our website on [www.aimwa.com](http://www.aimwa.com).



EXCELLENT  
PROGRAM,  
INTERACTIVE AND  
PARTICIPATIVE

# Certificate IV in Business Sales

## Qualification Overview:

This Nationally Recognised Qualification aims to provide sales professionals with a comprehensive exposure to the content, skills and knowledge to be successful and achieve sales results. Each program is delivered by an experienced practitioner with detailed content knowledge and first class facilitation techniques.

## Designed for:

Sales professionals, representatives, business development executives and others responsible for achieving business results through the selling process.

## Requirements to Receive the Certificate IV in Business Sales:

Participants are required to complete all six (6) programs listed below and successfully fulfil the requirements of the six assignment tasks.

Program	Program No	Days	Non Members	Corporate/ Professional Members	Page
Workplace Safety	624	1	\$565.00	\$470.00	56
• BSBOHS407A Monitor a safe workplace					
Essential Selling Skills	215	3	\$1315.00	\$1095.00	83
• BSBSLS402A Identify sales prospects					
• BSBSLS403A Present a sales solution					
• BSBSLS404A Secure prospect commitment					
• BSBSLS405A Support post-sale activities					
Advanced Selling	234	3	\$1315.00	\$1095.00	84
• BSBPRO401A Develop product knowledge					
Leading Your Sales Team	210	3	\$1315.00	\$1095.00	86
• BSBSLS501A Develop a sales plan					
• BSBSLS502A Lead and manage a sales team					
Building Client Relationships	206	2	\$965.00	\$795.00	88
• BSBREL402A Build client relationships and business networks					
Introduction to Accounting	407	1½	\$725.00	\$620.00	102
• BSBFIA402A Report on financial activity					
Assessment per unit of competency (Total x 10)			\$190.00	\$175.00	7
<b>Total</b>		<b>13½</b>	<b>\$8100.00</b>	<b>\$6920.00</b>	

## Assessment:

Participants are assessed via assignments. These assignments require participants to show their application of the learning in each module to their own workplace.

## Enrolment:

For an Information Kit, please contact the Client Service Centre on (08) 9383 8000 or visit [www.aimwa.com](http://www.aimwa.com).



EXCEPTIONAL  
DELIVERY