Professional Diploma in
Digital Selling

DIGITAL MARKETING INSTITUTE

Professional Diploma in Digital Selling

Welcome

Traditional selling methods are no longer enough to sustain success; digital tools and techniques are now an essential component of any efficient selling strategy, and are revolutionising sales and prospecting.

Whether you're selling B2B or B2C, The Professional Diploma in Digital Selling will equip you with the supplementary skills you need to drive more sales, and increase your OTE, every time.

The Digital Marketing Institute is the global certification standard in digital marketing and selling; there are more graduates certified by us than any other industry body.

The Digital Marketing Institute works with digital industry experts to design and develop education courses that define the digital skills and capabilities required of all professionals. Our certifications capture best current practice, theory and applied skills in digital, and are recognised and respected across the industry.

The Professional Diploma in Digital Selling enhances existing skills and transforms the way you sell. A series of comprehensive, structured modules will teach you how to integrate key digital practices into your selling techniques, measure and iterate the success of your digital selling strategy.

Course Overview

Who is this course for?

The Diploma in Professional Digital Selling is aimed at:

- Salespeople, Consultants and Sales Representatives of all levels
- Business Development Executives and Managers
- Account Managers, Relationship Managers and those leading sales teams
- Anyone looking to develop their digital sales capabilities and consolidate their practical application of digital tools and social selling techniques

What can you expect?

Through dynamic video presentations, and practical learning activities including tutorials and exercises, you will acquire a hands on learning experience that will enable you to devise and execute an advanced digital selling strategy.

" Technology is a double-edged sword. Just as sales people are moving into the future, buyers are already ahead of us.

Koka Sexton, LinkedIn

What will you learn?

The Digital Marketing Institute has collaborated with digital industry experts to design and develop a structured syllabus and complementary learning materials that are informed by essential innovative techniques and best practices in digital selling.

After completing the Professional Diploma in Digital Selling, you will be able to:

- Acquire more qualified prospects
- Reduce lead times and nurture leads more effectively
- Achieve a more balanced pipeline
- Increase your conversion rate
- Develop your online brand by creating and promoting relevant content
- Build solid relationships online, ensuring client satisfaction and repeat business
- Adapt the tone, style and type of your content based on your target audience
- Optimize territory and pipeline analysis and define growth strategies
- Maximize the impact of your digital selling with the use of CRM tools, digital tools and social media platforms
- Understand how to lead the implementation of a digital sales strategy in your organization

Course Content

The Professional Diploma in Digital Selling focuses on the tools and skills you need to sell efficiently, achieve quota and attain selling success.

There are ten modules in the course covering in detail all of the disciplines involved in best practice digital selling:

Module 1   Introduction to Digital Selling

Module 2   Digital Research

Module 3   Sales Enablement

Module 4   CRM

Module 5   Social Content

Module 6   Digital Sales Messaging

Module 7   Engagement

Module 8   Social Account Management

Module 9   Digital Sales Leadership

Module 10   Integration & Strategy

Introduction to Digital Selling

The Introduction to Digital Selling will help you understand the concept of digital selling, how it has transformed the sales process, and how you can leverage advanced tools and techniques to become a prolific digital seller.

You will understand the difference between traditional and digital selling methods and the benefits that can be gained from adopting a digital selling approach to your current sales activities.

You will explore the key concepts that will be covered in each module, how they relate to each phase of the sales process and, most importantly, how the learnings from each phase will inform the next.

Learners will also be introduced to the DMI 3i principles - the foundation of the DMI Method for digital selling, which will help to develop a cohesive digital selling strategy.

" 82% of prospects can be reached via social media

InsideView.com

Digital Research

The Digital Research module will equip you with the research tools and techniques needed to develop a well-informed digital selling strategy for your product or service.

Starting with your view of the customer, you will learn how to research both digitally and socially, to identify market trends and influencing factors affecting customers within your industry. This will help you to answer the 'who, what, when, where and why' for your target market.

From here, the module will show you how to conduct research in order to narrow down your customer persona and identify the companies and key decision makers you should be targeting.

Using social intelligence and social listening, you will learn how to monitor online interactions, read digital behavior and discover commonalities to later personalize your engagement.

Sales Enablement

The Sales Enablement module teaches you about the advanced features and functionality of a range of social media platforms to enable your digital selling process.

This module will show you how to use your digital research in tandem with these tools and platforms in order to target key decision makers and capture vital information for your CRM.

Using LinkedIn, Facebook, Twitter, and Google+, you will be able to build trust in order to maximize subsequent successful engagement using an extensive network of contacts and information through social platforms.

The module will teach you the importance of building your personal brand and scaling your reputation as a thought leader within your target customer base to become a brand ambassador for your company.

You will discover how digital tools and social media platforms can facilitate relevant sales messages and content, making it easier to later offer the right solutions, to the right client, at the right time.

" Over 70% of B2B purchase decision makers use social media to help them decide

Dell

CRM

The Client Relationship Management module will provide you with a strategic view of CRM and how its social collaboration tools can make commerce a conversation.

The module will help you design and create business development campaigns, apply best practice methodologies to your sales cycles and most importantly, evaluate CRM data to inform your engagement strategy.

You will gain valuable insights into how the integration of social collaboration tools in your CRM can place the customer right at the heart of your sales opportunities, deliver shorter sales cycles and increase the quality of your opportunities.

Learners will gain a solid understanding of the major concepts and applications of CRM and Social Collaboration and how those concepts align to core activities in the sales process including:

- Territory management
- Digital Business development
- CRM Pipeline management
- Opportunity management and review
- Forecasting
- Reporting

Social Content

The Social Content Module will enable digital sellers to engage potential and existing buyers with relevant, informative content that will drive them into action.

You will learn how to determine what kind of content is needed for different customer types and how to establish the most appropriate tone, style and method of distribution for your content.

The module will teach you how to use a variety of content creation tools that assist with the complete content creation process, from researching topics, to creating text and graphics, and proofing and editing your content. You will also learn about Content Management Systems and how they can facilitate enhanced content, personalization, responsive design and other elements that can guarantee positive customer experience.

You will learn how to develop content that is tailored to detailed customer personas and underpins every stage of the customer journey. You will be able to identify the difference between content creation and curation and the value of both. The module will explore the increasingly effective practice of blogging and you will learn how to quickly and easily create and implement a content calendar.

By the end of this module, your content strategy will have garnered a strong collection of both curated and self-created content to enhance the effectiveness of your digital sales messages.

Digital Sales Messaging

The Digital Sales Messaging module will teach you how to strategically craft communications to ensure all contact with buyers is relevant, personalized and aligned with their personal or business objectives.

You will learn the importance of content segmentation when choosing content for customers and the importance of marrying B2B and B2C content types with the correct social media platforms.

This module will focus on the different considerations that affect digital sales messaging and will explore the best practices for successful email communications. You will be able to describe how and why you should adapt a different tone and style depending on your target audience and content type.

The module will teach you how to leverage style guides and story-boarding to strengthen your digital sales message and ensure successful engagement.

Engagement

The Engagement module will focus on building relationships with leads in the most effective way over an entire customer life-cycle, from an initial introduction and nurture of cold contacts, to hot prospects that are ready to buy.

You know how to target the right contacts by categorizing them based on demographics and behavior, now you will learn how to engage with these groups of contacts at the right time, with a message that matters to them.

You will learn how to apply learnings from Social Content and Digital Sales Messaging to pre-qualify contacts, warm up lapsed or slumped customers, close new business, cross or up-sell to existing clients and also retain customers.

The module will reveal the best strategies to manage large prospect and client bases with minimal effort in terms of personalized mass mailing, via tools such as Eloqua for Sales, Microsoft Outlook and Google Docs. You will also be shown engagement techniques to move contacts into the next tier and learn how to handle sales objections throughout the customer journey.

The module will equip you with easy to follow examples and insights that can be easily applied to your current sales strategy. You will learn about the importance of relevant engagement and that not every communication is a sales message at heart.

Social Account Management

In the Social Account Management module, you will learn about how social media has transformed the concept of customer service, posing both challenges and opportunities when it comes to interacting with prospects and customers. Upon studying this module, you will understand what is involved in creating and maintaining a meaningful dialogue between you and your customer.

You will learn how to carry out prioritization exercises and filter social messages to differentiate between high and low priority interactions. You will be able to align this prioritization with your digital selling objectives while navigating a multi-channel customer service environment.

This module will teach you how to evaluate, engage and execute with customers according to the circumstance or sentiment.

You will be able to use your social listening skills to monitor relevant social mentions, conversations and opportunities.

The module will teach you how to devise and implement a crisis management plan to deal with conversations and interactions that may attract negative attention in a public forum.

You will also be able to establish Key Performance Metrics that relate to the measurement of your social customer service so you can leverage results to increase efficiency and assess opportunities that benefit your digital selling efforts.

Digital Sales Leadership

The purpose of the Digital Sales Leadership module is to empower and guide managers and aspiring leaders as they transition from a traditional sales to a digital sales strategy. It will help you to understand the importance of adopting a digital selling approach to remain competitive in a rapidly evolving sales landscape.

The module will show you how to gain executive sponsorship by building a business case for digital selling within your organization. You will learn the methods of educating, training and supporting your sales force to leverage their networks and build relationships to accelerate sales.

You will learn how to become a social leader through building and maintaining awareness of your digital selling strategy.

The module will explore how you can implement effective communication strategies to keep employees motivated and accountable for their individual digital selling strategies.

By monitoring the social footprint of your team members and using social KPIs, you will be able to identify and measure if your team are adopting the correct digital selling behaviors, building the right networks and creating a professional and consistent brand.

Integration and Strategy

The Integration & Strategy module will teach sales leaders and those aspiring to a leadership level, how to research, construct and integrate an effective and optimized digital sales strategy within an organization.

You will learn how to conduct an all-inclusive analysis of your territories, identifying information such as key trends in geos and top prospects. You will be able to leverage this research to clarify what drives customers to buy, to understand their needs and motivations, and use this insight to determine your selling goals and objectives.

By conducting competitor analysis, you will be able to identify their solutions and offerings, and use this information as a benchmark to adapt and refine your overall digital selling strategy.

This module will teach you how to forecast effectively and establish targets based on a comprehensive assessment of your digital sales pipeline. This will allow you to identify gaps in your pipeline and tailor a plan to address them.

You will learn how to develop digital client coverage strategies that will enable you to maximize your time and resources across entire territories. You will also be able to consolidate an execution plan that will enable you to achieve targets, generate qualified leads and improve conversion rates.

By the end of this module you will be able to measure the ROI of digital selling, align it to the overall goals of your organization and use it to gain further executive support.

Course Assessment

The assessment for the Professional Diploma in Digital Selling is based on a formal computer-based examination that will measure individuals knowledge and Digital Selling proficiency following completion of the program.

The duration of the exam is 180 minutes.

A range of different question formats are used including True or False, Text-based Multiple Choice, Image-based Multiple Choice, Matching, Fill in the Blank and Hot Spot questions.

Our computer-based examinations are delivered through the Pearson VUE test center network which consists of over 5,200 centers in 180 countries.

The use of Pearson VUE to deliver our exams increases the value of international certification offered by the Digital Marketing Institute and provides students with a quality examination experience.

Qualifications Roadmap

The Digital Marketing Institute provides a Qualifications Roadmap through which students can progress, gaining a greater depth of skills as you advance through the courses.

The roadmap below displays the progression of qualifications, allowing you to identify your position within the Digital Marketing education path.

Professional Diploma	Specialist Diploma	Postgraduate Diploma	Masters

Professional Diploma
Digital Marketing
Digital Selling

Specialist Diploma
Search Marketing
Social Media Marketing
Mobile Marketing
Digital Strategy & Planning

Postgraduate Diploma
Digital Marketing

Masters
Digital Marketing

Certification

The Digital Marketing Institute is the global certification for digital marketing and selling. We create the world's most widely taught, globally recognised and industry accredited digital marketing and selling syllabuses.

The course is the only one of its kind designed and taught by industry experts and validated by the world's leading and most influential brands.

Subject Matter Experts

The course will introduce you to the most important and transformative aspects of digital selling, delivered by the industry's leading experts.

All of your lecturers are specialists in key areas related to digital selling, generating leads, nurturing customer relationships and using the latest tools and techniques on a daily basis.

They collaborate with the Digital Marketing Institute on the design and development of course materials, so your learning is shaped by their practical experience, expert insight and case studies.

" The course made the whole digital realm seem less complicated and actually very easy to navigate given the right tools.

Conor O'Sullivan

Syllabus Advisory Council

The Syllabus Advisory Council, representing the world's largest and most influential digital brands, validates all Digital Marketing Institute course content.

By providing expert review and recommendations on a regular basis, the Council ensures that graduates of the Digital Marketing Institute have learned the most up to date digital skills, core competencies and knowledge needed to thrive in their digital careers.

The Syllabus Advisory Council works with the Digital Marketing Institute to define the skills agenda and address the global digital skills shortage. The Council ensures that our courses are developed in alignment with the digital economy's most in-demand digital needs and skillsets.

The Syllabus Advisory Council includes experts from;

Our alumni are thriving

Past students of Digital Marketing Institute courses have worked with some of the world's leading brands and companies

Microsoft

facebook

ebay

Google

Twitter

3

Linked in

Unilever

vodafone

hp ®

Symantec

unicef

NOKIA

BT

accenture

citibank

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