



Certified Digital & Social Sales Professional

Align your skills with the needs of industry



velsoft.com/institute-digital-marketing




digitalmarketinginstitute.com

Validated by the Industry Advisory Council comprised of members from:



Content

Certified Digital & Social Sales Professional



- Welcome
- Our Certified Professionals
- Program Overview
- Program Content
- Program Delivery
- Certification Assessment
- Certification Roadmap
- Industry Advisory Council
- Subject Matter Experts

Welcome



Digital technologies have changed the way we work, live and communicate.

As 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 revolutionizing sales and prospecting.

We know this huge shift can pose challenges for your current role. We know that advancing and progressing your future career is important to you.

That's why we have designed a professional digital and social sales certification that can make a difference in your life. Industry aligned, it can help you stand out from the crowd and highlight your capabilities. It can boost your credibility. It can transform you into a specialist in your field.

With 18,000 certified professionals across 100 countries, the Institute of Digital Marketing sets the global standard in digital selling and marketing.

We provide a certification program that is designed by experts, to create experts. Become a leader in your industry by becoming a certified digital sales professional.

Your digital future awaits.

The Institute of Digital Marketing sets the global standard in digital selling and marketing certification. We have certified more professionals to a single digital education standard than any other certification body.



We work with digital industry experts to design and develop standards to certification that define the digital skills and capabilities required of today's professionals. Our certifications deliver best current practice, theory and applied skills in digital, and are recognized and respected across all industry sectors.

Gaining a certification from the Institute of Digital Marketing will ensure you have the essential skills and knowledge needed to excel as a digital professional. Through a series of comprehensive, structured modules you will know how to integrate key digital tactics and practices into your sales techniques and measure and iterate the success of your digital selling strategy.

Our Institute-based certification programs are credit rated by SQA at Level 8 on the Scottish Credit and Qualifications Framework (SCQF) and corresponds to Level 5 on the European Qualifications Framework (EQF). Validation of our programs with the SQA provides a secondary level of quality assurance. Students are not registered nor certified by the SQA as part of their program. SQA validation and certification does not transfer to partner programs.

Our **Certified** Professionals are Thriving

Institute of Digital Marketing certified professionals now work with some of the world's leading brands.

Microsoft

facebook

ebay

Google



Linkedin



HubSpot



BRITISH
AIRWAYS

NOKIA



accenture

citibank

Program Overview

Who is this program for?

The certification in digital and social selling is ideal for:

- 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 and social selling strategy.

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

Koka Sexton, LinkedIn

What will you learn?

The Institute of Digital Marketing 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 and social selling.

On becoming a Certified Digital and Social Selling Professional, 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 & social 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



Program Content

As a certified digital and social sales professional, you will be equipped with the tools and skills needed to sell efficiently, achieve quota and attain selling success.

There are ten modules in the certification:

1. Introduction to Digital & Social Selling
2. Digital Research
3. Sales Enablement
4. CRM
5. Social Content
6. Digital Sales Messaging
7. Engagement
8. Social Account Management
9. Digital Sales Leadership
10. Integration & Strategy

MODULE 1

Introduction to Digital & Social Selling

The Introduction to Digital & Social Selling will help you understand the concept of digital & social 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 know the difference between traditional and digital & social selling methods and the benefits that can be gained from adopting a digital & social 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 3i principles - the foundation of the Institute of Digital Marketing Method for digital and social selling, which will help to develop a cohesive digital and social selling strategy.

“ 82% of prospects can be reached via social media

InsideView.com

MODULE 2

Digital Research

The Digital Research module will equip you with the research tools and techniques needed to develop a well-informed digital & social 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 understand how to monitor online interactions, read digital behavior and discover commonalities to later personalize your engagement.

MODULE 3

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 & social 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 help you understand 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

MODULE 4

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

MODULE 5

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 know 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 understand 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.

MODULE 6

Digital Sales Messaging

The Digital Sales Messaging module will help you understand 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.

MODULE 7

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.

MODULE 8

Social Account Management

In the Social Account Management module, you will understand 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 know 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 & social 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 Social Account Management module will ensure you can 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 & social selling efforts.

MODULE 9

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 & social 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 & social 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 know how to become a social leader through building and maintaining awareness of your digital & social selling strategy.

The module will explore how you can implement effective communication strategies to keep employees motivated and accountable for their individual digital & social 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 & social selling behaviors, building the right networks and creating a professional and consistent brand.

MODULE 10

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 understand 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 & social 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 know 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 & social selling, align it to the overall goals of your organization and use it to gain further executive support.

Program
Delivery



How do you earn your certification?

Our global network of approved partners offer our professional certification in digital marketing in a variety of ways:



Instructor led

This ensures you can learn in a classroom-based setting through group workshops or lectures from experts with both theoretical and real life experience of digital marketing.



Online

You can take advantage of 24/7 access to video lectures, slide presentations, practical exercises and interactive quizzes at your own pace. A supportive student network is also available to tap into as and when required.



Blended

A mixture of instructor-led and online, this enables you to combine the way you learn through web-based learning with traditional classroom methods.

Whatever way you decide to learn, our network of partners will help you become skilled and certified in the realm of digital marketing.



Certification Assessment

The assessment is based on a formal computer-based examination that will measure an individuals' knowledge and digital marketing proficiency following completion of the program.

The duration of the exam is 180 minutes.

A range of different question formats are used including Text based Multiple Choice; Image-based Multiple Choice, Matching and Hot Spot questions.

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

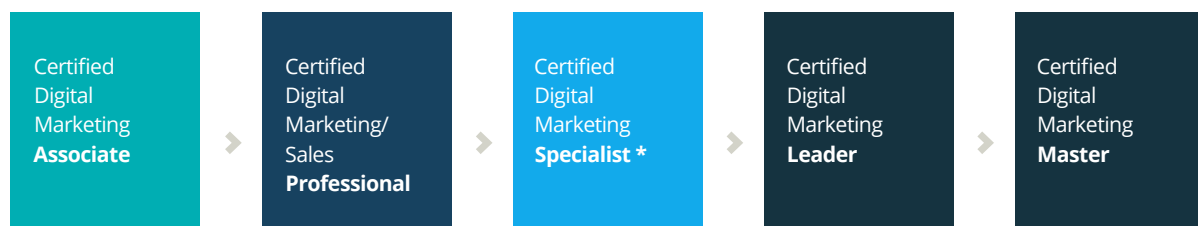
We choose to deliver our exams through Pearson VUE as it provides students with a quality, consistent examination, no matter where they are in the world.



Certification Roadmap

As the leading global certification body in digital marketing, the Institute of Digital Marketing provides professionals with a roadmap that can transform and drive their careers. The aim of our suite of certifications is to enable professionals - at all stages of their career - to learn relevant and industry aligned skills that can be applied to any role to drive career success.

From understanding the essential fundamentals of digital marketing, professionals can progress to learning more specialist skills in areas such as search and social media. For professionals looking to move onto a leadership role or become an expert in digital marketing, our Leader and Master are the ideal certifications to excel in the industry.



* There are 3 specialist certifications which include: Search Marketing, Social Media Marketing, Digital Strategy & Planning



Industry Advisory Council

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

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

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

The Industry Advisory Council includes experts from



facebook

Google

LinkedIn

Microsoft

Subject Matter Experts

Delivered by industry leading experts, this certification program will introduce you to the most relevant and transformative aspects of digital marketing.

Our specialist product team work closely with subject matter experts to create, review and update the certification learning outcomes on a regular basis. This ensures that what you learn is instantly applicable to any role and aligned to the needs of industry.

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



88% of our certified professionals work in senior roles or at management level

Alumni Survey 2016



For more information

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