



# ILM LEVEL 2 CERTIFICATE IN SALES MANAGEMENT

ILM/L2CSM/0309

## Introducing the qualification

The ILM Level 2 Certificate in Sales Management is designed to give practising or aspiring sales managers a basic range of sales management skills and knowledge.

Learners complete three mandatory units which focus on understanding sales and the customer. In 'Effectively selling to customers', learners identify customer requirements and describe how to match these needs with the relevant business solution(s) of their organisation. In the second mandatory unit, 'Managing Customer Care', learners examine good and bad customer care and explain how to deal with customer complaints in their own area of responsibility. In the final mandatory unit, 'Understanding Sales in the Workplace', learners study different sales strategies and the links between sales and marketing within the workplace.

All learners are able to choose from a diverse range of optional units to build their qualification. This high level of flexibility allows individuals or their employers to custom build a qualification focusing on the key areas of sales management that are most relevant to their specific roles, industry or organisation.

## Qualification overview

| Level 2 Certificate in Sales Management |   |
|---|---|
| <b>Credit value*</b>                    | <ul style="list-style-type: none"><li>• Minimum 13 credits</li></ul>  |
| <b>Guided learning</b>                  | <ul style="list-style-type: none"><li>• Minimum 40 hours</li></ul>  |
| <b>Duration</b>                         | <ul style="list-style-type: none"><li>• Completion within two years</li></ul>   |
| <b>Structure</b>                        | <ul style="list-style-type: none"><li>• Induction – one hour</li><li>• Tutorial support – at least one hour</li><li>• Three mandatory units with a combined value of 6</li><li>• Optional units with a minimum total credit value of 7 (of which at least 2 credits must be at level 2)</li></ul> |
| <b>Assessment – mandatory units</b>     | <ul style="list-style-type: none"><li>• Role play,</li><li>• Knowledge assessment and</li><li>• Preparation for Team Brief</li></ul>  |
| <b>Assessment – optional units</b>      | Depending on units taken reflective reviews, oral briefings, case studies, short answer questions or work-based assignments or centre-devised alternatives  |
| <b>Entry requirements</b>               | There are no formal entry requirements but participants will normally be practising or aspiring sales managers and have the opportunity to meet the assessment demands and have a background that will enable them to benefit from the programme  |

\* Please note ILM Vocationally Related Qualifications (VRQs) are part of the Qualifications and Credit Framework (QCF), applicable in England, Wales and Northern Ireland, providing successful candidates with transferable credit.



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## Overview of units

| Ref   | Unit title   | CV* | Mandatory |
|-------|--|-----|-----------|
| M2.03 | Planning and monitoring work                               | 2   |           |
| M2.07 | Fulfilling customer requirements                           | 2   |           |
| M2.08 | Providing quality to customers                             | 1   |           |
| M2.13 | Using resources efficiently in the workplace               | 1   |           |
| M2.14 | Communicating with people outside the work team            | 1   |           |
| M2.17 | Workplace information systems                              | 1   |           |
| M2.22 | Dealing with customers lawfully                            | 1   |           |
| M2.30 | Effectively selling to customers                           | 2   | C         |
| M2.31 | Understanding sales in the workplace                       | 2   | C         |
| M2.32 | Managing customer care                                     | 2   | C         |
| M3.01 | Solving problems and making decisions                      | 2   |           |
| M3.03 | Planning change in the workplace                           | 2   |           |
| M3.09 | Giving briefings and making presentations in the workplace | 1   |           |
| M3.20 | Planning to work efficiently                               | 2   |           |
| M3.30 | Understanding the communication process in the workplace   | 1   |           |
| M3.32 | Communicating one to one at work                           | 1   |           |

\* Credit value

Candidates must complete the associated mandatory units for their qualification, marked C = Certificate then chose optional units to qualification, ensuring that two credits are at Level 2 – check with your centre for further advice.

## Learning resources

ILM offers learning providers a range of materials for the ILM Level 2 Certificate in Sales Management:

- **Building Success** A flexible training resource comprising half-hour sessions which cover all the Level 2 units in this qualification
- **Leading Teams** by David Pardey. This publication has been endorsed by leadership guru John Adair and is suitable support material for many of the optional Level 2 units
- **ILM Super Series 5** (published by Elsevier) A fully revised fifth edition of this text-based open learning material which contains easy-to-follow workbooks featuring case studies, activities and questions to support the learner
- **Unit assessments** A range of ready-to-use assessments, complete with mark sheets, covering units and clusters of units

## ILM membership

All learners gain free studying membership of ILM for one year. Designed to help candidates get the most from their course and advance their management career, studying membership gives access to a wide range of specialist support and development materials and services. Learners activate their ILM studying membership online at [www.i-l-m.com/activate](http://www.i-l-m.com/activate) and can upgrade any time to professional membership – gaining an additional range of membership services and the use of post nominal letters (eg AInstLM).

## Contact ILM [www.i-l-m.com](http://www.i-l-m.com)

The ILM Qualification and Membership teams are dedicated to providing the very best in customer care. If you need guidance on any aspect of leadership and management development, whether at an individual or organisational level, contact ILM.

For information on any aspect of ILM qualifications and learning resources contact **01543 266867** or email **customer@i-l-m.com**

For information on ILM membership contact **01543 266886** or email **membership@i-l-m.com**

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