Professional
Diploma in Digital
& Social Selling

Align your skills with the needs of industry

icemalta.com

Validated by the Industry Advisory Council comprised of members from:

Google   facebook   IBM   Microsoft   Linked in

digital marketing **institute**

Content

Professional Diploma in Digital & Social 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 & Social Selling will equip you with the critical social selling skills you need to drive more sales, and increase your OTE, every time.

With 18,000 certified professionals across 100 countries, the Digital Marketing Institute 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 Digital Marketing Institute 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 recognised and respected across all industry sectors.

Gaining a certification from the Digital Marketing Institute 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.

Our **Certified** Professionals are Thriving

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

Microsoft

facebook

ebay

Google

Twitter

3

Linked in

Unilever

vodafone

unicef

Symantec.

hp ®

Virgin media

HubSpot

NIKE

BRITISH AIRWAYS

NOKIA

BT

accenture

citibank

Program Overview

Who is this program for?

The certification in digital and social selling is ideal for:

- Sales Executives, Consultants and Sales Representatives of all levels
- Business Development Executives and Managers, Business Owners, Entrepreneurs
- Shop Managers, Sales Specialists, Area Sales 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

" 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 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 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
- Improve your selling power
- Design and implement a digital sales strategy

Program Learning Outcomes

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

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 Digital Marketing Institute Method for digital and social selling, which will help to develop a cohesive digital and social selling strategy.

Topics covered include:

- Digital Selling Concepts
- Traditional vs. Digital Selling
- Opportunity of Digital Selling
- Digital Selling Implications
- Digital Selling Definitions

- The DMI 3i Principals
- The DMI Sales Framework
- Digital Sales Process Research
- Digital Sales Process Enablement
- CRM

- Social Content
- Messaging
- Engagement
- Social Account Management
- Leadership
- Strategy & Integration

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 personalise your engagement.

Topics covered include:

- Digital Research Introduction
- Establishing your brand capabilities & goals
- Audience Research Overview
- Audience Research Tools
- Audience Listening Tools

- Audience Research Dimensions
- Competitive Research Overview
- Competitive Research Tools
- Competitive Research Components
- Cultural Research Overview

- Cultural Research Tools & Components
- Industry Trend Research Overview
- Industry Research Tools
- Analyzing the data to find insights
- Creating a strategic statement

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.

Topics covered include:

- Sales Enablement Overview
- Accelerate Pipeline
- Target Audience
- Grow Network
- Brand Ambassador
- Lead Scoring
- Sales Enablement Tools Overview
- Gaining Insight

- Staying Engaged
- LinkedIn
- The Social Selling Index
- LinkedIn Premium
- Lead Builder
- InMail
- Team Link
- Twitter
- Facebook
- Google+

- Email Tools
- Insight Tools
- Engagement Tools
- Emerging Platforms
- Sales Enablement Measurement Overview
- Metrics
- Report Building

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

Topics covered include:

- CRM & Social Collaboration Overview
- CRM App Intro
- Social Collaboration Intro
- Set Up
- Accounts
- Contacts
- Opportunities

- Campaigns
- Reports
- Territory Management
- Contact Management
- Opportunity Management
- Pipeline Management & Forecasting

- Creating & Analyzing CRM Dashboards
- Digital Business Development
- Social Collaboration through the salescycle
- Opportunity Methodologies

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, personalisation, 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.

Topics covered include:

- Social Content Overview
- Developing Content around Customer Personas
- Content Creation

- Content Curation
- Blogging
- Content Calendar
- Content Distribution
- Content for lead Gen. & Nurturing

- Integrating with the overall sales process
- Content Management
- Content Strategy

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.

Topics covered include:

- Digital Sales Messaging Overview
- Choosing content for digital channels
- Choosing content for customers

- Strategic Writing Concepts
- Guidelines for Successful Writing
- Style Guide
- Strategic Writing - Email

- Storyboarding components
- Telling a Story
- Strengthening a Story
- Formatting & Style of a Story

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.

Topics covered include:

- Concepts Overview
- The engagement process
- Making Introductions
- Nurturing Prospects
- Handling Sales Objections
- Channels & Engagement Overview
- Channel Usage
- Engagement Channel Guidelines
- Influencers
- Slumped Contacts
- Closing
- Post Sale
- Retention
- Measurement

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.

Topics covered include:

- Social Account Management Concepts
- The Client Lifecycle
- Social Account Planning
- Digital Upselling & Cross Selling
- Social Account Management Channels

- Social Account Management Tools
- Listening & Insight Tools
- Team Tools
- Tracking & Measurement Tools
- Engaging Customers

- Scheduling Tools
- Social CRM
- Digital Brand Management
- Digital Crisis Management
- Metrics
- Report Building

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.

Topics covered include:

- Definition of Social Leadership
- The role of the digital sales leader
- The key pillars of the digital social selling strategy
- Misconceptions & Considerations around building an effective program
- Recognising the importance of setting the right goals

- Establishing personal leadership
- Identifying the parameters for your digital program
- Gaining executive sponsorship
- Building a long term strategy to help your organisation cross the chasm
- Build your team
- Train your team

- Motivate your team
- Embed digital selling into an organisation's culture
- Metrics Management
- Benchmarking
- Reporting to stakeholders

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.

Topics covered include:

- Digital Sales Strategy Concepts
- Concepts of Situational Analysis
- Digital Research
- Digital Prospect Analysis
- Digital Competitor Analysis
- Digital Territory Analysis
- Digital Sales Forecasting
- Objectives
- Objective Setting

- Action Plan Concepts
- Digital Research
- Sales Enablement
- CRM
- Digital Sales Messaging
- Engagement
- Social Account Management
- Budgeting
- Digital Metrics & KPI Concepts

- Social Metrics
- Website Metrics
- SEM Metrics
- Mobile Metrics
- Customer Service Metrics
- Sales Performance Metrics
- Digital Channel Performance Metrics
- Using your findings
- Review

Program
Delivery

Same Destination, Different Route

PART_TIME_
Two hour evening classes, twice a week for ten weeks. One module is covered per week, allowing students to master each topic at a relatively moderate pace.

DAY_TIME_
A five day intensive bootcamp covering two modules per day. Students get the opportunity to fully immense themselves in a fast paced study experience and have the option of enroling for an additional two supporting lessons pre-bootcamp to reinforce their knowledge.

All study programme delivery options lead to the same EQF Level 5 internationally recognised diploma.

Custom Designed Training
Clients investing in custom designed training get the opportunity to schedule a highly flexible Closed Group study programme selecting their preferred days, times and content which is most relevant to their company.

Funding and Payment Schemes

70% Course Fees Back
The Get Qualified Scheme administered by Malta Enterprise gives students the opportunity to benefit from 70% of their course fees back (tax credit). The ICE Malta team assist students throughout the complete funding application process.

Study Now, Pay Later
The Easy Payment Scheme for Education gives students the opportunity to enrol for a worldwide recognised study programme and design monthly interest free tuition fees and still benefit from 70% of their course fees back.

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.

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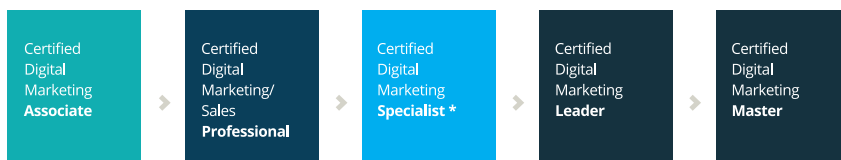
This course is the only one of its kind designed and taught by industry experts and validated by the world's leading and most influential brands.

Certification
Roadmap

As the leading global certification body in digital marketing, the Digital Marketing Institute 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.

Certified Digital Marketing **Associate**		Certified Digital Marketing/ Sales **Professional**		Certified Digital Marketing **Specialist ***		Certified Digital Marketing **Leader**		Certified Digital Marketing **Master**

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

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DMI values **ICE Malta**'s exemplary certification and satisfaction standards which in the top percentile of partners in over 80 countries. We're proud to count **ICE Malta** amongst our global partner network."

ELLIE MCHUGH
Head of License - Digital Marketing Institute.

Industry Advisory Council

The Industry Advisory Council, representing the world's largest and most influential digital brands, validates all Digital Marketing Institute Program 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 Industry 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 programs are developed in alignment with the digital economy's most in-demand digital needs and skillsets.

The Industry Advisory Council includes experts from

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

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

Alumni Survey 2016

For more information