

Certificate in Construction Products Sales

12 Month Programme

MODULES

- ▶ **Module 1 – Sales Calls**
- ▶ **Module 2 – Project and Territory Management**
- ▶ **Module 3 – Account and Relationship Management**
- ▶ **Final Project**

Level 3 Qualification
21 Credits
Accredited by:



howitt consulting
... building people

Module 1 – Sales Calls

Skill Areas

- ▶ Interpersonal Skills
- ▶ Objective Setting
- ▶ Listening
- ▶ Questioning
- ▶ Presenting Features and Benefits
- ▶ Dealing with Objections
- ▶ Buying Signals and Closing

Knowledge Areas

- ▶ Overview of the Construction Market
- ▶ How a Building is Built
- ▶ Role of Key Players
- ▶ Competitor Knowledge
- ▶ Health and Safety

Module 2 – Project and Territory Management

Skill Areas

- ▶ Communication (Verbal, Written, Body Language)
- ▶ Prospecting
- ▶ Development of Sales Opportunities (Leads)
- ▶ Gaining Appointments
- ▶ Territory and Time Management

Knowledge Areas

- ▶ Understanding of Contracts
- ▶ RIBA Plan of Work
- ▶ What is a Specification and How Does It Work, including BIM
- ▶ Project Understanding
- ▶ Different Approaches to Different Players
- ▶ Areas of Construction – Exterior, Interior, M+E
- ▶ Basic knowledge of Building Regulations

Module 3 – Account and Relationship Management

Skill Areas

- ▶ Relationship Building and Management
- ▶ Account Management
- ▶ Sales Psychology
- ▶ Negotiation Skills
- ▶ Ethics – Commercial and Personal
- ▶ Delivery of Presentation

Knowledge Areas

- ▶ Commercial Awareness
- ▶ Pricing and Profit
- ▶ Legislation Awareness
- ▶ ESG Awareness

Final Project, covering –

- ▶ Their Product in their Market
- ▶ All Relationships in their Supply Chain

ASSESSMENT

Learning Log

- ▶ On-job learning
- ▶ Recorded at least four times a week
- ▶ Relating to each competency

Manager Coaching

Knowledge & Skills Application Tests

- ▶ Monthly, covering four weeks of learning

Manager Assessment

Customer Assessment (optional)

- ▶ Providing third party evidence

Assessment Day

- ▶ Project presentation

DELIVERY PER MODULE

	DURATION	OBJECTIVES
Two remote Workshops	2 x 3 ½ hours	<ul style="list-style-type: none">▶ To review past learning▶ Introduce module subjects▶ Deal with any programme / learning issues▶ Provide a 'surgery' to deal with individual issues
Knowledge & Skills Application Tests	3 x 1 hour	<ul style="list-style-type: none">▶ To test skills and knowledge competencies
Learning Log	On-going	<ul style="list-style-type: none">▶ To record learning that has taken place during the working day / week, based on the theme of the module
Manager Coaching	3 x 3 hours	<ul style="list-style-type: none">▶ To assess, coach and develop in skills and knowledge areas directed throughout the module

For delivery, assessment and on-going support over 12 months
£3,550.00 + VAT per delegate