

LITHAN

EDU **CLaaS**[®]
digital skilling

OMNI CHANNEL SOLUTION SALES

Course Overview

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1. Course Overview

Headings	Details
Course Code	ENT-OCS
Product Title (Internal)	Omni-Channel Solution Sales
Course Title (External)	NA
Learning Mode	Full-time/ Part-time
Delivery Mode	Synchronous & Asynchronous E-learning
Target Persona	<ul style="list-style-type: none"> Enterprises who would like to send their employees to gain digital sales skills. Enterprises who would like to hire fresh candidates and send them for training to acquire digital sales skills.
Entry-Prerequisites	<ul style="list-style-type: none"> Academic: Minimum one credit in N Level or its equivalent English Proficiency – Minimum IELTS 5.5 or its equivalent Age – Minimum 21 years Work Experience – Not mandatory
SSG Course Reference No	NA
Course Validity Date	NA
Course Developer	Lithan Academy
Relevant Job roles after completion of the course	Digital Sales Consultant

2. Course Brief

Digital sales professionals are in high demand and completing the "Digital Sales" course opens up a world of job prospects and opportunities. With the skills acquired in this course, learners can pursue various job roles such as digital sales executive, sales consultant, account manager, or business development representative. They will have the ability to drive sales growth, increase customer engagement, and maximize revenue through effective digital sales strategies.

The "Digital Sales" course comprises two modules, each designed to provide learners with essential knowledge and skills in solution sales and comprehensive sales strategy development. In Module 1, learners will delve into the fundamentals of solution sales, starting with the development of a sales canvas. They will learn how to create customer personas and identify the right product-market fit to optimize their sales approach. The module also covers sales discovery and solution sales techniques, enabling learners to understand customer needs, propose suitable solutions, and effectively close sales deals. Additionally, learners will gain insights into after-sales engagement strategies, focusing on building strong customer relationships and enhancing customer satisfaction.

Module 2, the Solution Sales Capstone Project, takes learners to the next level by enabling them to develop a comprehensive sales strategy. They will learn how to create a sales canvas, define customer personas, implement a structured discovery process, utilize effective closing techniques, and establish after-sales engagement strategies. This module emphasizes the importance of a holistic approach to sales, allowing learners to enhance their overall sales performance. Through practical projects, learners will have the opportunity to apply their knowledge and skills to real-world scenarios, such as developing questionnaires for customer persona profiles, conducting market analysis, and designing training modules for sales representatives.

Upon completing the "Digital Sales" course, learners will possess a range of valuable skills. They will be able to develop sales canvases and customer personas, effectively navigate the sales discovery process, employ closing techniques that drive successful sales deals, and implement strategies for after-sales engagement. With a strong foundation in digital sales, learners will be equipped to thrive in the competitive landscape of sales and contribute to the growth and success of businesses.

The "Digital Sales" course offers learners the opportunity to gain expertise in solution sales and comprehensive sales strategy development. Through a combination of theoretical knowledge and practical projects, learners will develop the skills necessary to excel in digital sales roles. Whether aiming for a career as a digital sales executive or seeking to enhance sales performance in an existing role, this course provides learners with the tools and strategies to succeed in the rapidly evolving world of digital sales.

3. Course KSA Summary

Knowledge Statements:

- Analyze market trends, competitor strategies, and customer preferences to identify potential target market segments.
- Identify key elements and components of an effective sales canvas for strategic sales planning.
- Recognize the importance of customer personas in tailoring marketing and sales strategies to specific target audiences.
- Describe the steps involved in the sales discovery process and its significance in understanding customer needs.
- Explain the role of after-sales engagement in fostering customer satisfaction, loyalty, and long-term relationships.

Skills Statements:

- Develop customer persona profiles using appropriate data gathering techniques and tools.
- Implement effective questioning techniques and information gathering methods during the sales discovery process.
- Design and create compelling sales canvases that align with organizational goals and target audience preferences.
- Apply closing techniques and negotiation strategies to secure successful sales deals and achieve desired outcomes.
- Devise strategies and resources for effective after-sales engagement, including feedback collection and relationship-building activities.

Ability Statement:

Strategically plan sales initiatives, develop sales solutions, and secure successful deals by leveraging customer personas, effective sales canvases, and after-sales engagement strategies for maximizing sales performance and customer satisfaction.

4. Course Summary

4.1 Module-Session Details

S I N o	Module Names	Mod ule Code	Learning Activity						Assessm ent (Sync)	Total Hours
			E- Learning (Async)	Flipped Class (Sync)	Mentoring Support					
					Assignm ent Sync	Project Planning Sync	Project Imple Async			
1	WSQ Solution Sales (SF)	ENT- SNS	12	12	12	18	6	0.5	60.5	
2	WSQ Capstone Project – Solution Sales (SF)	ENT- SNC	0	12	0	24	24	0.5	60.5	
TOTAL			12	24	12	42	30	1	121	

4.2 Learning Mode & Duration

Learning Mode	Course Duration	Guided Learning Hours	Hours/Week	days/Week	Hours/Day
Full-time	4 weeks	120 hours	30 hours/week	4 days/week	8 hours/day
Part-time	17 weeks (7 weeks, 10 weeks)	120 hours	6 hours/week	3 days/week	2 hours/day

5. Module Details – Solution Sales

5.1 Module Brief

The "Solution Sales" module equips learners with comprehensive knowledge and essential skills to excel in the digital sales landscape. Through engaging with instructional units such as Sales Canvas Development, Customer Persona and Product Market Fit, Sales Discovery and Solution Sales, Sales Closure, and After Sales Engagement, learners will gain a deep understanding of key concepts and strategies crucial for successful digital sales.

In this module, learners will develop a strong foundation in digital sales by acquiring skills in creating effective sales strategy plans. They will learn to identify target market segments through the creation of customer persona profiles and validate product-market fit through market research and analysis. Additionally, learners will design a structured process for the discovery phase of the sales cycle and implement closing techniques to secure successful sales deals. The module will also emphasize the importance of after-sales engagement, focusing on building long-term customer relationships, higher customer lifetime value, and ensuring customer satisfaction.

This module also contains project tasks such as developing Sales Canvas templates, creating customer persona profiles, conducting market research, designing a structured discovery process, and implementing closing techniques, where learners will have the opportunity to apply their knowledge and enhance their skills in practical scenarios. This module empowers learners with a comprehensive skill set to thrive in the dynamic world of digital sales, enabling them to achieve sales success and effectively navigate the digital era.

Instructional Units:

1. Sales Canvas Development
2. Customer Persona and Product Market Fit
3. Sales Discovery and Solution Sales
4. Sales Closure
5. After Sales Engagement

Module Project:

Project Objective: Develop Sales Canvas, personas, discovery process, closing techniques, and after-sales engagement strategies for effective sales performance.

Project Tasks:

1. Develop a Sales Canvas template for effective sales strategy planning.
2. Create customer persona profiles to identify target market segments.
3. Conduct market research and analysis to validate product-market fit.
4. Design a structured process for the discovery phase of the sales cycle.
5. Implement effective closing techniques to secure successful sales deals.

5.2 Module Session Plan

Session No#	Session Type	Day no#	Duration Hrs
1	E-Learning on IU 1	1	2
2	Flipped Class on IU 1	1	2
3	Mentoring Support - Assignment on IU 1	2	2
4	E-Learning on IU 2	3	2
5	Flipped Class on IU 2	3	2
6	Mentoring Support - Assignment on IU 2	4	2
7	E-Learning on IU 3	5	2
8	Flipped Class on IU 3	5	2
9	Mentoring Support - Assignment on IU 3	6	2
10	E-Learning on IU 4	7	2
11	Flipped Class on IU 4	7	2
12	Mentoring Support - Assignment on IU 4	8	2
13	E-Learning on IU 5	9	2
14	Flipped Class on IU 5	9	2
15	Mentoring Support - Assignment on IU 5	10	2
16	E-Learning on IU 5	11	2
17	Flipped Class on IU 5	11	2
18	Mentoring Support - Assignment on IU 5	12	2
19	Mentoring Support - Project Planning -1	13	2
20	Mentoring Support - Project Planning -2	14	2
21	Mentoring Support - Project Planning -3	15	2
22	Mentoring Support - Projects Implementation 1	16	2
23	Mentoring Support - Project Planning -4	17	2
24	Mentoring Support - Project Planning -5	18	2
25	Mentoring Support - Project Planning -6	19	2
26	Mentoring Support - Projects Implementation 2	20	2
27	Mentoring Support - Project Planning -7	21	2
28	Mentoring Support - Project Planning -8	22	2
29	Mentoring Support - Project Planning -9	23	2
30	Mentoring Support - Projects Implementation 3	24	2
31	Summative Assessment (per learner)	25	30 min

6. Module Details – Capstone Project-Solution Sales

6.1 Module Brief

The "Solution Sales Capstone Project" module is designed to equip learners with the knowledge and skills necessary for successful solution-oriented sales. Through a series of learning units, participants will gain a deep understanding of key elements and strategies in solution sales.

The module covers a range of topics, including creating a sales canvas, defining customer personas, conducting market analysis, implementing a structured discovery process, using effective closing techniques, and establishing after-sales engagement strategies. These units provide learners with a strong foundation to develop a holistic sales strategy that maximizes their performance.

By completing the module, learners will gain practical expertise in solution sales. They will be able to create customer persona profiles, conduct thorough market research, implement a structured discovery process, utilize effective closing techniques, and develop strategies for after-sales engagement to enhance customer satisfaction and loyalty.

The module projects provide learners with opportunities to apply their knowledge to real-world scenarios. These projects involve developing questionnaires for customer persona profiles, conducting interviews or surveys with existing customers, analyzing market trends and competitor strategies, and designing training materials to educate sales representatives on closing techniques. This module empowers learners to develop and implement a comprehensive sales strategy that enhances overall sales performance through effective solution-oriented sales techniques.

Instructional Units:

1. Identify product, User Persona
2. User stories, product backlog
3. Sprint planning
4. User requirements
5. Project Design & Architecture
6. Project planning

Module Project:

Develop a comprehensive sales strategy by creating a sales canvas, defining customer personas, implementing a structured discovery process, utilizing effective closing techniques, and establishing strategies for after-sales engagement to enhance overall sales performance.

Project Tasks:

1. Create a comprehensive questionnaire to gather information for developing customer persona profiles.
2. Conduct interviews or surveys with existing customers to gather insights and feedback for refining the sales canvas.
3. Analyze market trends, competitor strategies, and customer preferences to identify potential target market segments.
4. Develop a framework for evaluating product-market fit, considering factors such as customer needs, pricing, and competition.
5. Gather feedback from sales team members to identify pain points and challenges faced during the sales discovery process.
6. Design and implement a standardized sales discovery process that includes effective questioning techniques and information gathering methods.
7. Research and compile a list of closing techniques used in successful sales deals across various industries.
8. Create a training module or guide to educate sales representatives on the identified closing techniques and provide practice scenarios.
9. Develop strategies and resources for effective after-sales engagement, including customer follow-up, feedback collection, and relationship-building activities.
10. Implement a system or tool for tracking and measuring the effectiveness of after-sales engagement efforts, such as customer satisfaction surveys or referral programs.

6.2 Module Session Plan

Session No#	Session Type	Day no#	Duration Hrs
1	Flipped Class on IU 1	1	2
2	Flipped Class on IU 2	2	2
3	Flipped Class on IU 3	3	2
4	Flipped Class on IU 4	4	2
5	Flipped Class on IU 5	5	2
6	Flipped Class on IU 6	6	2
7	Mentoring Support – Project Planning -1	7	2
8	Mentoring Support – Projects Implementation 1	8	2
9	Mentoring Support – Project Planning -2	9	2
10	Mentoring Support – Projects Implementation 2	10	2
11	Mentoring Support – Project Planning -3	11	2
12	Mentoring Support – Projects Implementation 3	12	2
13	Mentoring Support – Project Planning -4	13	2
14	Mentoring Support – Projects Implementation 4	14	2
15	Mentoring Support – Project Planning -5	15	2
16	Mentoring Support – Projects Implementation 5	16	2
17	Mentoring Support – Project Planning -6	17	2
18	Mentoring Support – Projects Implementation 6	18	2
19	Mentoring Support – Project Planning -7	19	2
20	Mentoring Support – Projects Implementation 7	20	2
21	Mentoring Support – Project Planning -8	21	2
22	Mentoring Support – Projects Implementation 8	22	2
23	Mentoring Support – Project Planning -9	23	2
24	Mentoring Support – Projects Implementation 9	24	2
25	Mentoring Support – Project Planning -10	25	2
26	Mentoring Support – Projects Implementation 10	26	2
27	Mentoring Support – Project Planning -11	27	2
28	Mentoring Support – Projects Implementation 11	28	2
29	Mentoring Support – Project Planning -12	29	2
30	Mentoring Support – Projects Implementation 12	30	2
31	Summative Assessment (per learner)	31	30 min

7. Credentials

Name of the Credentials	Details
Academic Qualification	NIL
EduCLaaS Job Role Certification	NIL
Industry Skills Certification	<p>Solution Sales</p> <ul style="list-style-type: none"> • Inbound Sales Certification – Hubspot Academy <p>Capstone Project -Solution Sales</p> <ul style="list-style-type: none"> • Sales Management Certification - Hubspot Academy <p>Taking this certification is not mandatory. However, if the learner wishes to pursue it, they need to register for the examination directly with the vendor after paying the necessary fees.</p>
Statement of Attainment	<p>Solution Sales</p> <ul style="list-style-type: none"> • ICT-SNM-4011-1.1: Sales Strategy <p>Capstone Project -Solution Sales</p> <ul style="list-style-type: none"> • ICT-SNM-4008-1.1: Marketing Strategy