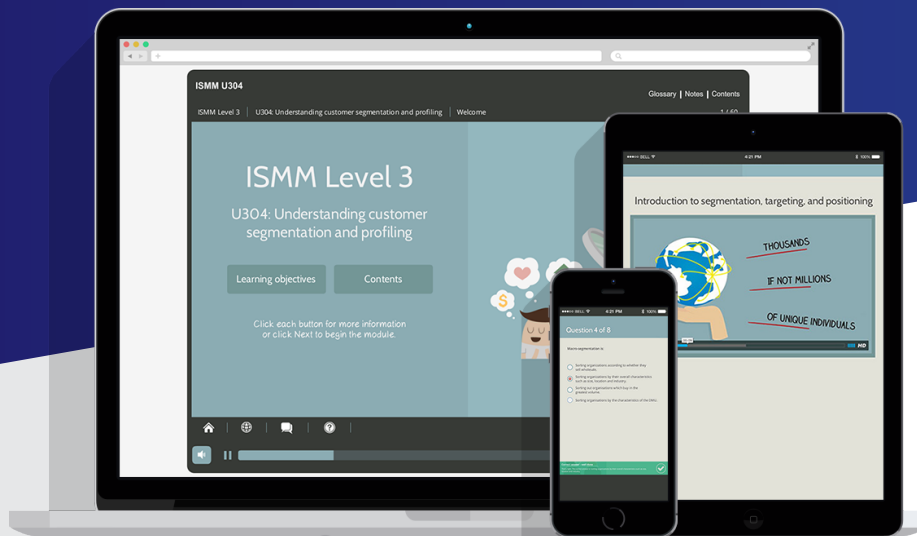


ISMM U304 - UNDERSTANDING CUSTOMER SEGMENTATION AND PROFILING



CREDITS

Four

QCF UNIT REFERENCE NUMBER

K/502/7504

DELIVERY

e-Learning

ASSESSMENT

Written exercises as you go

RECOGNISED BY

ISMM

DURATION

32 guided learning hours

LANGUAGE

English



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This course has been developed to provide the knowledge and understanding necessary to enable you to identify different customer groups. It will also show you how to understand the motivations, attitudes and behaviours of customers in those customer groups. You will be shown how to build profiles using existing customer groups as a basis.

WHAT IS ISMM LEVEL THREE?

The Institute of Sales and Marketing Management (ISMM) is a government-recognised industry body dedicated to giving sales and marketing professionals. Their qualifications equip salespeople with the knowledge and skills to help them sell more effectively, professionally and ethically. ISMM level three is aimed at salespeople in their first or second sales role, and is recognised in the same way as an A-level.

WHAT'S IN IT?

- How to identify customer groups
- The motivations, attitudes and behaviours of customers in identified customer groups
- How to profile existing customer groups

THIS COURSE IS FOR YOU IF ...

- You want to study the skills needed to identify different customer groups, and understand the motivations, attitudes and behaviours of each one
- You want to learn how to create accurate customer profiles

- You have been working in a sales environment for one to two years and want to boost your CV
- You want an internationally-recognised qualification approved by the UK government
- You are working towards your sales and marketing certificate or diploma and want to earn four credits
- You want cost-effective sales training recognised by the UK government without losing office hours

HOW DO I PASS?

At points in the course you will pause for a series of targeted written assignments that show you have met the assessment criteria. This will be work-based evidence often referring to your actual day-to-day sales activities.