



# CDSSP

## CERTIFIED

### DIGITAL & SOCIAL SALES PROFESSIONAL

14 – 17 April 2019, Jeddah

UBT | EXECUTIVE  
EDUCATION



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## PROGRAM OVERVIEW

As traditional selling methods are no longer enough to sustain success, digital tools and techniques have become an essential component of any modern sales professional's arsenal.

Adapted to this change in the sales environment along with progressing an individual's current and future careers, this professional digital and social selling certification can make a difference.

Aligned with industry and designed by experts, this program provides a globally recognized certification that can benefit any modern seller. Covered within this program are the core essentials of digital and social selling.

## PROGRAM OBJECTIVES

- 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

## PARTICIPANTS

- Sales professionals
- Consultants and Sales Representatives of all levels
- Business Development Executives and Managers
- Account Managers
- Relationship Managers
- Professionals looking to develop their digital sales capabilities and consolidate their practical application of digital tools and social selling techniques

## PROGRAM LEVEL

Senior Management

Middle Management

Entry Management



## MODULES COVERED

- Introduction to Digital & Social Selling
- Digital Research
- Sales Enablement
- CRM
- Social Content
- Digital Sales Messaging
- Engagement
- Social Account Management
- Digital Sales Leadership
- Integration & Strategy

## CERTIFICATION EXAMINATION

**Format:** Computer-based

**Type:** Text-based Multiple Choice; Image-based Multiple Choice, Matching and Hot Spot questions

**Where:** Pearson VUE Test Center, UBT Campus, Dhahban (or any other Pearson VUE Test Center)

**Exam length:** 3 hours

**Pass Mark:** 60%

*This program package covers 2 attempts to re-sit the assessment if you do not succeed but must be taken within six months of accessing the online material. If you do not succeed after three attempts, you will need to pay another registration fee to attempt the assessment again, giving you a further 3 attempts to pass.*



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SALES PROFESSIONAL

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**Program validated by the Industry Advisory Council, including members from**



Microsoft



### **PROGRAM SCHEDULE**

Dates: 14 – 17 April 2019

Time: 9:00 am – 4:00 pm

### **PROGRAM FEE**

7,500 SR (with Preparation kit and Certification exam, excluding VAT)

### **REGISTRATION DEADLINE**

28 March 2019

## ABOUT UBT EXECUTIVE EDUCATION

The Executive Education of the University of Business and Technology (UBT EE) is a leader in professional training and career development for executives and practitioners in major fields of business, management and IT.

Founded in Jeddah in 2008 and located at the prestigious King Road Tower, UBT Executive Education provides international certified programs and exams for both individuals and corporations.

With an eye on quality and the other on performance, UBT Executive Education delivers training programs in several countries and has trained professionals from more than 80 companies and institutions.



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## ABOUT DMI

The Digital Marketing Institute is the global certification standard in digital marketing and digital selling education. Over 20,000 people in 115 countries have studied with the Digital Marketing Institute, making it the most widely taught digital certification standard in the world.

DMI collaborates with global digital experts to define and develop the skills and qualifications required of today's digital professionals. The certifications deliver best current practice, theory and applied skills in digital, and are recognized and respected across all industry sectors.

DMI programs are overseen by the Global Industry Advisory Council, which members include Google, Facebook, Twitter, LinkedIn, Microsoft, Hubspot, The Economist, IBM and Coca Cola.

**UBT Executive Education is the sole worldwide Executive Education partner of the Digital Marketing Institute.**

## Contact UBT EXECUTIVE EDUCATION for other programs

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FINANCE	<p><u>UBT EXECUTIVE EDUCATION - ACCA CERT IFRS</u> CERTIFICATE IN INTERNATIONAL FINANCIAL REPORTING STANDARDS</p> <p><u>UBT EXECUTIVE EDUCATION - ACCA DIPL IFRS</u> DIPLOMA IN INTERNATIONAL FINANCIAL REPORTING STANDARDS</p> <p><u>UBT EXECUTIVE EDUCATION - ACCA CERT IA</u> CERTIFICATE IN INTERNATIONAL AUDITING</p>
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MANAGEMENT	<p><u>UBT EXECUTIVE EDUCATION - AAPM CIPM</u> CERTIFIED INTERNATIONAL PROJECT MANAGER</p>
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COMMUNICATION	<p><u>UBT EXECUTIVE EDUCATION - GAFM CICP</u> CERTIFIED INTERNATIONAL COMMUNICATION PROFESSIONAL</p>