

Postgraduate Certificate Marketing and Sales in Consulting





Postgraduate Certificate Marketing and Sales in Consulting

- » Modality: Online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates, graduates, engineers, architects and equivalents, who have already started a professional career in consulting.

Website: www.techtute.com/escuela-de-negocios/curso_universitario/marketing-ventas-consultoria

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01

Welcome

Although they sometimes go unnoticed, marketing and sales are two fundamental areas of consulting. Without them, the execution of operations and the performance of supervision and audits would be much less effective. For this reason, the marketing consultant is one of the most sought-after profiles in this field. This program, therefore, is designed to provide professionals with all the necessary tools to incorporate the best sales techniques into their daily work, delving into issues such as the structure of the sales process or the interaction with the different stakeholders. This will allow the student to access important opportunities in the business world, therefore experiencing an immediate progress in their career.



Postgraduate Certificate in Marketing and Sales in Consulting.
TECH Global University



“

Advance your career by incorporating the best marketing and sales techniques into your daily consulting work”

02

Why Study at TECH?

TECH is the world's largest 100% online school of business. It is an elite school of business, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Global University



Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% | of TECH students successfully complete their studies



Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

+100000

executives prepared each year

+200

different nationalities



Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

+500

collaborative agreements with leading companies



Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.

TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



Academic Excellence

TECH offers students the best online learning methodology. The university balances the *Relearning* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School *case studies*. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



At TECH you will have access to Harvard Business School case studies."

03

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level"

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of students achieve positive career development in less than 2 years.

02

You will develop a strategic and global vision of companies.

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects.

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

20% of our students develop their own business idea.

07

Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Global University community.

We give you the opportunity to study with a team of world-renowned teachers.

04 Objectives

The main objective of this Postgraduate Certificate in Marketing and Sales in Consulting is to help students progress professionally by integrating the best business strategies into their work practice. They will not only be a business consultant of great value for their performance in project supervision and economic operations, but also for their marketing-focused vision that will allow them to execute business sales effectively.



“

The objective of this Postgraduate Certificate is to improve the student's professional prospects starting from marketing and sales applied to business consulting"

Your goals are our goals.
Together they work to achieve them.

This **Postgraduate Certificate in Marketing and Sales in Consulting** prepares the student to:

01

Understand the general sales process of a consulting company.

04

Lay the foundations of how to prepare a sales document or proposal to the customer.

02

Delve into each sales phase, from opportunity identification and qualification process, to closing and follow-up

03

Offer the student an insight into potential buying profiles, and how each profile is oriented in the buying process.

05

Acquire a complete vision of the reality of business consulting companies, how they are organized, how they provide their services, what professionals they need to develop their services, what types of projects they carry out and how they carry them out from a methodological perspective.



06

Understand the overall strategic planning process and how it adds value to organizations.

08

Turn an idea into a Market Proposition

09

Understand the importance of value generation in a proposal to the market.

07

Integrate the commercial process in the daily work of the business consultant.

10

Follow the entire sales process carefully and accurately.



05

Structure and Content

Through this Postgraduate Certificate, the student will learn first-hand about the latest advances in the structure of the sales process, the origination process or the qualification of opportunities. All this, from one specialized module that will be developed over 150 hours of learning and with 6 weeks of duration. In addition, these contents will be presented in numerous multimedia educational resources such as case studies, master classes or interactive summaries.



“

These contents will make you a great specialist in marketing and sales applied to consulting. Enroll now and check it out"

Syllabus

Business consulting has many fields of specialization and companies highly value those who have business tools to complement their business analysis and supervision.

This program responds to this need and offers students an academic itinerary through which they can delve into relevant aspects of sales in consulting, such as the conversion of an idea into a proposal for the market, the sales *Funnel*, the role of the different actors in the sale, especially the buyer and the rest of the participants, and the duration and management of these processes.

Therefore, throughout 150 hours of

teaching, the professional will be able to get up to date in those elements totally relevant for the consultant in today's business world, which demands integral profiles capable of performing different tasks.

This Postgraduate Certificate is developed over 6 weeks and consists of 1 module:

Module 1

Marketing and Sales in Consulting

Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Marketing and Sales in Consulting completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow them to self-manage their study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.



Module 1. Marketing and Sales in Consulting

1.1. The Marketing and Sales Function in Consulting

- 1.1.1. Marketing and Positioning
- 1.1.2. Relationship Between Marketing and Sales
- 1.1.3. Selling in Consulting

1.2. Turning an Idea into a Market Proposition

- 1.2.1. The Process
- 1.2.2. The Offer
- 1.2.3. Validation and Feasibility
- 1.2.4. Market Size: TAM, SAM, SOM
- 1.2.5. The Target Customer
- 1.2.6. Market Case

1.3. Structuring the Sales Process

- 1.3.1. The General Structure in the Sales Process
- 1.3.2. The Sales *Funnel*
- 1.3.3. Phases and Milestones of Each Part of the Process

1.4. The Origination Process

- 1.4.1. Sources of Origination
- 1.4.2. The Opportunity
- 1.4.3. Next Steps

1.5. Qualifying Opportunities

- 1.5.1. Your Customer's Business
- 1.5.2. Opportunity Qualification: Process and Criteria
- 1.5.3. The Importance of Generating Value

1.6. Interaction with Different Stakeholders

- 1.6.1. The Buyer and the Rest of the Intervening Parties
- 1.6.2. Interaction With Them: Strategies
- 1.6.3. Human Interaction Profiles: The Importance

1.7. Key Components of a Proposal

- 1.7.1. Structure and Minimum Content
- 1.7.2. Executive Summary
- 1.7.3. Scope and Risk Management

1.8. The Importance of Value Generation in a Market Proposal

- 1.8.1. How to Talk About Value
- 1.8.2. Difference Between Value and Price
- 1.8.3. Different Pricing Models: Implications and Risks

1.9. Negotiation and Closing Process

- 1.9.1. Usual Steps in a Negotiation
- 1.9.2. The Importance of Generating Alternatives
- 1.9.3. Risk and Contract Management

1.10. Leading a Sales Process

- 1.10.1. Duration and Management of the Sales Process
- 1.10.2. Technology in the Sales Process
- 1.10.3. Monitoring of the Process

- 1.10.4. The Importance of *Feedback*



06

Methodology

This program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization”

At TECH Business School we use the Harvard case method.

Our program offers a revolutionary method of skills and knowledge development. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a way of learning that is shaking the foundations of traditional universities around the world”



We are the first online university to balance Harvard Business School case studies with a 100% online learning system based on repetition.



A learning method that is different and innovative.

This intensive program from TECH Global University School of Business prepares students to face all the challenges in this field, both nationally and internationally. We are committed to promoting personal and professional growth, the best way to strive for success, that is why TECH uses Harvard *case studies*, with which we have a strategic agreement that allows us to provide our students with material from the best university the world.

“*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.*”

Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

Relearning Methodology

Our university is the first in the world to combine Harvard University case studies with a 100%-online learning system based on repetition, which balances different teaching elements in each lesson.

We enhance Harvard case studies with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an Internet connection.

At TECH they will learn using a cutting-edge methodology designed to prepare the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we balance each of these elements concentrically. With this methodology we have prepared more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called Neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then adapted in audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high-quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



Management Skills Exercises

They will carry out activities to develop specific executive skills in each thematic field. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

They will complete a selection of the best business cases used at Harvard Business School. Cases that are presented, analyzed, and supervised by the best senior management specialists in Latin America.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Testing & Retesting

We periodically assess and re-assess students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

Our Students' Profiles

TECH students are people who continually seek professional advancement. For that reason, they are always updating themselves and learning new ways to improve their work. This program is perfect for them, as it fulfills a double function: on the one hand, to respond to the demand of the framework for this type of profile and, on the other hand, to create qualified professionals who are able to face different types of situations and solve them effectively.



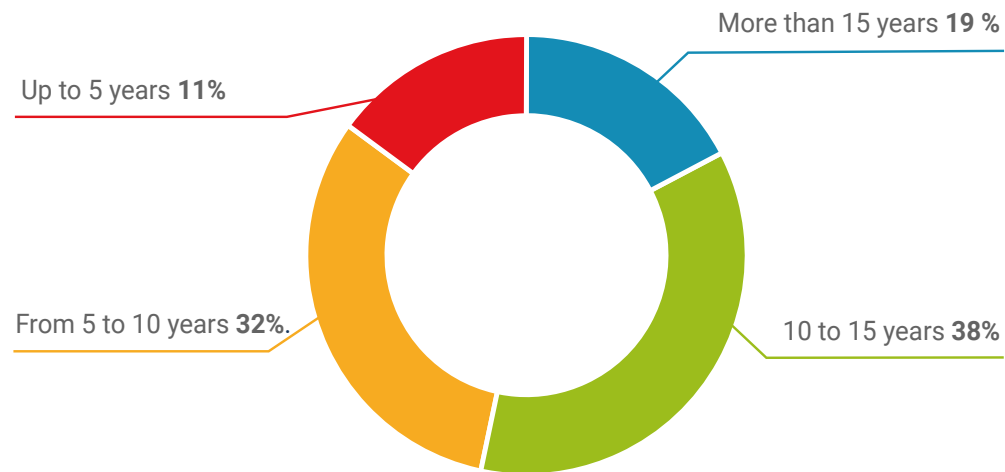
“

TECH is always looking for ways to help its students achieve their goals and this program is one of the quickest and easiest ways to experience significant advancement on a professional level"

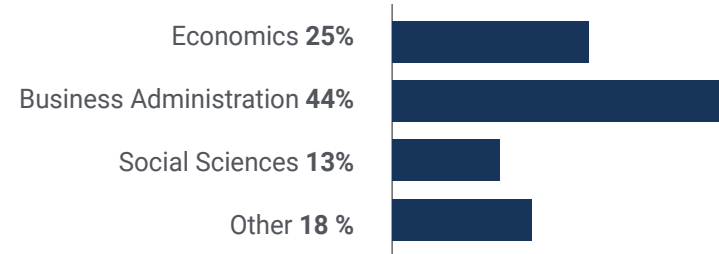
Average Age

Between **35** and **45** years old

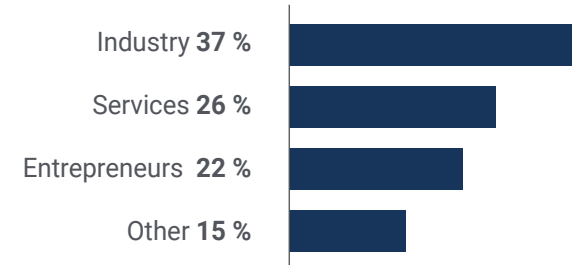
Years of Experience



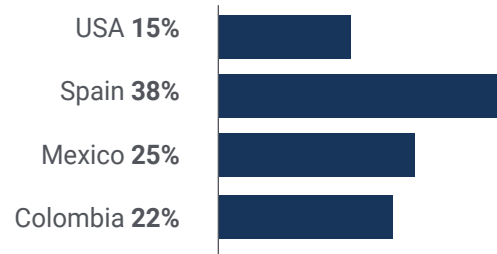
Training



Academic Profile



Geographical Distribution



Mr. Enrique Montalvo

Independent consultant

"I knew that companies are now looking for a more comprehensive, more complete consultant profile, who is able to perform in different situations. That is why I have been looking for ways to become a professional specialized in different fields. TECH is the only institution that knows the real situation of the sector and therefore offers the best courses. With this program I managed to get more clients and my situation has improved a lot since then"

08

Course Management

The contents of this program are taught by a highly qualified teaching staff of international prestige. They are at the forefront of the sector and know their needs and strengths, preparing them to accompany students on this new professional path.



“

A multifaceted team in charge of delivering the content of this program. Helping you take the step you need to start your own consulting business"

International Guest Director

Awarded by the Public Relations Society of America for her scientific dissemination through multiple webinars, Erin Werthman has become a prestigious Business Administrator highly specialized in the field of Marketing and Communications.

As such, she has worked in international reference entities such as Collegis Education. Among her main achievements, she has developed integrated technology and operational efficiency solutions that have significantly optimized the operational activities of institutions. For example, she has managed a client portfolio of more than 15 million dollars, while obtaining a gross profit margin of 58%. In this sense, it has also generated a collaborative work atmosphere, where work teams perform their functions with the highest quality to ensure customer satisfaction.

On the other hand, she has been in charge of preparing multiple corporate strategic plans in crisis situations. As a result, it has helped companies to enjoy an excellent image in the community. At the same time, by anticipating potential setbacks arising from its practice, she has ensured that entities can continue to operate effectively even under adverse conditions. She has also forged proactive and transparent relationships with the media. In this way, it has been able to maximize both the visibility and reputation of organizations.

In addition, in her commitment to excellence, she is a regular speaker at international conferences and symposiums. There she shares her holistic knowledge on subjects such as Social Responsibility, Public Relations or Advertising. It is worth mentioning that her professional performance has been rewarded on several occasions in the form of awards, such as the award she received at Rasmussen College for her leadership skills, resolute attitude and improvement of advertising campaigns.



Ms. Werthman, Erin

- Media Director and Associate Senior Partner at Bain & Company, Minnesota, United States
- Senior Managing Partner at Collegis Education, Bloomington, Minnesota
- Director of Media Strategy and Brand Development at Rasmussen College, Minneapolis
- Director of Public Relations and Development at the University of Illinois College of Medicine
- B.A. in English-Rhetorical Professional Writing at the University of Illinois Urbana-Champaign
- MBA in Business and Marketing from Benedictine University, Illinois
- Bain Sustainability in Action Certification by Bain & Company
- Board Member Riverview Elementary School PTA Board Member

“

Thanks to TECH, you will be able to learn with the best professionals in the world”

Management



Mr. Pérez-Ayala, Luis Yusty

- ◆ Financial and Management Control Director of SENER's Engineering, Infrastructure, Energy and Marine division.
- ◆ Professor of Finance in the Master of Business Consulting and Management at Madrid Polytechnic University (UPM)
- ◆ Travel & Hospitality Industry Technology Lead at Accenture for Spain, Portugal, Andorra and Israel
- ◆ Senior Manager at Accenture, in the Intelligent Finance area.
- ◆ Associate Director at EY, in the area of CFO Services - Financial Accounting Advisory Services
- ◆ Senior Manager at KPMG, in the field of Business Consulting - Finance Function
- ◆ Degree in Business Administration and Management
- ◆ Degree in Economics (UCLM)
- ◆ Master's Degree in Revenue Management (Cornell University)
- ◆ Master's Degree in Sales (Sales Business School)
- ◆ Certificate programs in management control, finance management and taxes
- ◆ Course in Advanced Accounting of the CEF (Centro de Estudios Financieros)



09

Impact on Your Career

The field of business consulting has undergone major transformations in recent years, so the professional has to adapt to this situation. Therefore, this Postgraduate Certificate in Marketing and Sales in Consulting offers the opportunity to improve your career prospects by learning all about the business side of the discipline. The student will then be in a position to provide even better services to their employers and clients, so they will see their career improve rapidly.





“

Change won't happen on its own: take the initiative and make your future brighter”

Are you ready to take the leap? Excellent professional development awaits you

The Postgraduate Certificate in Marketing and Sales in TECH Consulting is an intensive program that prepares students to face challenges and business decisions in the corporate and business environment.

The main objective is to promote personal and professional growth. Helping students achieve success.

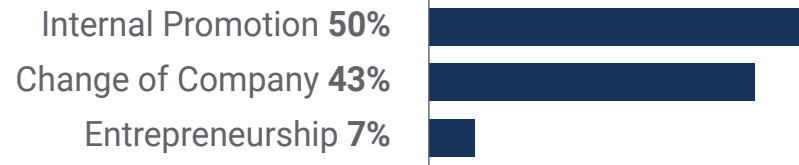
Companies are looking for a commercial profile for their consultants. Don't get left behind.

Transform your career. You are just one step away, enroll.

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than **25%** for our students



10

Benefits for Your Company

Companies will enjoy essential business skills in today's business world thanks to this Postgraduate Certificate. This program is not only a step forward for the students but also for their company, whether it is their employer or their own company. This program also brings extra prestige to the professionals and their organization, since it has the seal of quality of the best online educational institution in the world.



“

With this Postgraduate Certificate you will benefit your career and your company, improving your client portfolio and sales"

Developing and retaining talent in companies is the best long-term investment.

01

Intellectual Capital and Talent Growth

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential managers avoiding talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

Project Development

The professional can work on a current project or develop new projects in the field of R&D or Business Development within their company.

06

Increased competitiveness

This Postgraduate Certificate will equip your professionals with the competencies to take on new challenges and drive the organization forward.

11

Certificate

This Postgraduate Certificate in Marketing and Sales in Consulting guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



“

*Successfully complete this program
and receive your university qualification
without having to travel or fill out laborious
paperwork”*

This program will allow you to obtain a **Postgraduate Certificate in Marketing and Sales in Consulting** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University, is an official European University publicly recognized by the Government of Andorra (**official bulletin**). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University title**, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Marketing and Sales in Consulting**

ECTS: **6**

Official N° of Hours: **150 hours**.



*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.



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in Consulting

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- » Exams: **online**

Postgraduate Certificate

Marketing and Sales
in Consulting