

DIPLOMAS IN BUSINESS EXCELLENCE

DEVELOPED AND DELIVERED BY PROFESSIONAL ACADEMY

Unique to Cambridge Professional Academy, the Diplomas in Business Excellence have been created to meet the demand for an alternative to accredited qualifications. Using Cambridge Professional Academy's knowledge in professional development we have been able to create a flexible, tailored, skills-based training model to fit any business needs.

WHAT ARE THE DIPLOMAS IN BUSINESS EXCELLENCE?

The Diplomas in Business Excellence are role-based skills training programmes designed by Professional Academy to help businesses grow and develop **sales, management, marketing, and customer service** teams. These programmes have been designed with businesses in mind, with the flexibility to map training programmes to industry-specific needs and challenges.

Businesses are able to create bespoke multidiscipline diplomas or choose a more focused approach with a discipline specific diploma in **sales, marketing, management or customer service**.

WHO ARE DIPLOMAS IN BUSINESS EXCELLENCE FOR?

Our Diplomas in Business Excellence have been developed with team-based company training in mind and are ideal for businesses with specific role-based training needs who do not want to pursue traditional accredited qualification pathways. These flexible training programmes are based solely on your business' needs in terms of delivery (office based or interactive eLearning), assessment (role-play, project or online exam) and content.

WHAT CAN THE DIPLOMAS IN BUSINESS EXCELLENCE DO FOR MY COMPANY?

The Diploma in Business Excellence programmes provide a cost-effective training solution, unique to your business needs. This solution can be single or multidiscipline depending on your requirements.

Professional Academy can help manage the training cohorts, delivering high-levels of support to the HR teams and individuals equally.

The Diplomas in Business Excellence can be branded and delivered as a company's own training programme, with customized eLearning and Learning Management System (The Refinery) allowing for easy management of participants and encouraging higher levels of training engagement.

Most importantly, the Diplomas in Business Excellence are created in partnership, between Professional Academy and businesses, meaning the Diploma is a constantly evolving part of a learning and development culture within a business, a culture which Professional Academy is well-placed to help develop and grow.

For more information about our Diplomas in Business Excellence please visit www.pda-me.com

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DIPLOMAS IN BUSINESS EXCELLENCE OVERVIEW

OPERATIONAL DIPLOMAS (EQF LEVEL 4)

Developing role-based operational skills

Diploma Title	Description	Assessment Methods
Diploma in Operational Business Excellence	Combine multiple disciplines across sales, management, marketing, and customer service with personal effectiveness to create a bespoke business diploma.	Role-Play/Online Exam/Reflection
Diploma in Operational Sales Excellence	Developing key sales skills for successful selling, understanding ethical selling, communication skills and effectiveness in an operational sales role.	Role-Play/Online Exam/Reflection
Diploma in Operational Management Excellence	Enhancing an individual's ability to build a successful team and improve team and business performance from an operational management position.	Role-Play/Online Exam/Reflection/Project
Diploma in Operational Customer Service Excellence	Focusing on key skills for building successful relationships with customers and effectiveness within an operational customer service role.	Role-Play/Online Exam/Reflection
Diploma in Operational Marketing Excellence	Created to improve marketing and communication skills in a day-to-day tactical marketing role by using new technologies and proven marketing techniques.	Online Exam/Reflection/Project
Personal Effectiveness	Develop the key skills needed to be an effective individual within a business such as stress management, organisational skills, and mindfulness.	Reflection/Project

STRATEGIC DIPLOMAS (EQF LEVEL 6)

Developing role-based strategic skills

Diploma Title	Description	Assessment Methods
Diploma in Strategic Business Excellence	Combine multiple strategic disciplines across sales, management, marketing, and customer service with strategic personal effectiveness to create a bespoke strategic business diploma.	Role-Play/Online Exam/Reflection
Diploma in Strategic Sales Excellence	Enhancing strategic sales management skills to stimulate business development and sales growth within key high-level sales roles.	Role-Play/Online Exam/Reflection
Diploma in Strategic Management Excellence	Focusing on the skills needed to stimulate and maintain organisational growth as well as developing key talent within an organisation.	Role-Play/Online Exam/Reflection/Project
Diploma in Strategic Customer Service Excellence	Developing key skills for those working in a customer service management role by focusing on forward-thinking customer service and management skills.	Role-Play/Online Exam/Reflection
Diploma in Strategic Marketing Excellence	Nurturing the entrepreneurial marketing spirit within senior marketing positions by developing a focus on innovation and strategic marketing management.	Online Exam/Reflection/Project
Strategic Personal Effectiveness	Creating a culture of personal effectiveness by helping a business to identify strategic personal effective needs at a managerial level.	Reflection/Project

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DIPLOMA IN OPERATIONAL SALES EXCELLENCE

DEVELOPED AND DELIVERED BY PROFESSIONAL ACADEMY

Developed to help companies professionalise the sales process, enhance sales performance, and increase revenue and profitability by focusing on core sales skills needed for sales people and departments to succeed across a wide range of industries and sectors.

WHAT IS THE DIPLOMA IN OPERATIONAL SALES EXCELLENCE?

The Diploma in Operational Sales Excellence has been developed by leading sales experts to address the key challenges facing front line sales personnel in highly competitive market places. With a focus on key sales skills including: negotiations and objection handling; time and territory management; presentation skills; relationship management; prospecting for new business; forecasts; budgeting; and telesales, alongside personal development and motivation skills.

The above list just scratches the surface of the training and expertise available as part of the Diploma in Operational Sales Excellence, allowing for a training programme built to fit your individual sales team needs.

WHO IS THE DIPLOMA IN OPERATIONAL SALES EXCELLENCE FOR?

This diploma has been created for businesses with sales teams, both internal and external, at varying levels of experience and training with the key focus being the improvement of team performance as well as the skills of each individual within the team.

Programmes can be tailored for growing and established businesses alike with a flexible approach to both delivery and cost allowing for minimal staff disruption and maximising returns on investment.

HOW WILL THE DIPLOMA IN OPERATIONAL SALES EXCELLENCE BENEFIT YOUR BUSINESS?

Benefits of the diploma can be seen immediately through the practical, applicable sales practices delivered from the first day of the training. These practices are linked to your business, meeting KPIs in an accelerated time-frame compared to traditional qualifications and training.

As the diploma delivery and content is tailored towards your business needs and challenges the positive effects of the training are amplified with solutions and tactics being developed by the sales teams as part of the practical element of the training programme.

HOW DOES DELIVERY OF THE DIPLOMA IN OPERATIONAL SALES EXCELLENCE WORK?

The Diploma in Sales Excellence is tailored to your business needs at all levels allowing the programme to be delivered our blended learning methodology, including face-to-face workshops, or online via tailored interactive eLearning.

All delivery methods are supported by Professional Academy's learning management system (The Refinery). The Refinery is not only customisable to fit your businesses branding guidelines but also allows for simple and effective management of training cohorts.

Assessments can be completed in the form of an online quiz, role-play session, work-based project or personal reflection, depending on your business needs.

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DIPLOMA IN OPERATIONAL SALES EXCELLENCE OVERVIEW

OPERATIONAL SALES DIPLOMA UNITS

The Diploma in Operational Sales Excellence is achieved by successful completion of a combination of the modules below:

Module Title	Description	Assessment Methods
Successful Selling	The aim of this module is to develop your sales teams through the sales cycle and to develop their core sales skills. The module will focus on all key elements of the sales cycle from preparation and developing an effective proposition through negotiations, objection handling, questioning, and closing to post-sale evaluation.	Role-Play/Online Exam/Reflection
Sales Person Effectiveness	The aim of this module is to develop the effectiveness of the activities carried out by your sales teams. The module will focus on key effective areas such as personal development, networking, optimisation of time, collaboration, maximising use of information and understanding buyer behaviour.	Role-Play/Online Exam/Reflection/Project
Pipeline Management	The aim of this module is to develop your sales teams understanding of managing the sales pipeline and converting prospects into sales. Outcomes for this module will focus on: forecasting and budgeting; use of CRM; sales & marketing integration; customer segmentation; qualifying skills, and prospecting for new business.	Role-Play/Online Exam/Reflection
Key Account Management	The aim of this module is to give sales teams the skills required to successfully manage key accounts effectively. The module will look at the relationship between the sales team and key accounts, plans to develop accounts, and analyse their potential and performance.	Online Exam/Reflection/Project
Telesales	The aim of this module is to provide your telesales teams with the core selling skills required to effectively sell and make appointments over the phone. This module will highlight the differences in the telesales selling cycle and effective teleappointing skills.	Online Exam/Reflection/Project
Law and Ethics in Selling	The aim of this module is to allow your sales teams to conduct sales activities within the law as well as in an ethical way. This module can be tailored to include specific regulations and compliances for your business, sector or industry.	Online Exam/Reflection/Project
Personal Effectiveness	Develop the key skills needed to be an effective individual within a business such as stress management, organisational skills, and mindfulness.	Reflection/Project

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DIPLOMA IN OPERATIONAL MANAGEMENT EXCELLENCE

DEVELOPED AND DELIVERED BY PROFESSIONAL ACADEMY

Developed to enhance a managers ability to build a successful team and improve team and business performance through the development of leadership skills, heightened understanding of resource planning and improvements in the recruitment selection process.

WHAT IS THE DIPLOMA IN OPERATIONAL MANAGEMENT EXCELLENCE?

The Diploma in Operational Management Excellence has been developed by business leaders and academic specialists alike allowing for a management training programme designed to develop the management and leadership skills your businesses team leaders, junior managers and those ear marked for management roles, need. Not only to succeed within their role but also to improve the performance of their team and the business as a whole.

With a focus on key areas managers need to grow including recruitment and selection, resource and financial planning, developing a leadership mentality, and improving team performance.

WHO IS THE DIPLOMA IN OPERATIONAL MANAGEMENT EXCELLENCE FOR?

This diploma has been created for businesses who are looking to develop those in their company who have exemplified company ideals and provide them with the training needed to succeed within a management and leadership role.

Programmes can be tailored for growing and established businesses alike with a flexible approach to both delivery and cost allowing for minimal staff disruption and maximising returns on investment.

HOW WILL THE DIPLOMA IN OPERATIONAL MANAGEMENT EXCELLENCE BENEFIT YOUR BUSINESS?

The key benefits of the Diploma in Operation Management Excellence can be seen in two key areas: the ability to retain staff who have demonstrated an ability to move forward into management positions; and the development of key management knowledge for those leaders already present in your business.

As the diploma delivery and content is tailored towards your business needs and challenges the positive effects of the training are amplified with solutions and tactics being developed by management teams as part of the training.

HOW DOES DELIVERY OF THE DIPLOMA IN OPERATIONAL MANAGEMENT EXCELLENCE WORK?

The Diploma in Management Excellence is tailored to your business needs at all levels allowing the programme to be delivered via our blended learning methodology, including face-to-face workshops, or online via tailored interactive eLearning.

All delivery methods are supported by Professional Academy's learning management system (The Refinery). The Refinery is not only customisable to fit your businesses branding guidelines but also allows for simple and effective management of training cohorts.

Assessments can be completed in the form of an online quiz, role-play session, work-based project or personal reflection depending on your business needs.

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DIPLOMA IN OPERATIONAL MANAGEMENT EXCELLENCE OVERVIEW

OPERATIONAL MANAGEMENT DIPLOMA UNITS

The Diploma in Operational Management Excellence is achieved by successful completion of a combination of the modules below:

Module Title	Description	Assessment Methods
Improving Operational Performance	The aim of this module is to develop the skills of managers and leaders to be able to improve the operational performance of their teams/ departments in order to achieve the wider operational objectives of the organisation. This module will include risk management, communication skills, project management, recruitment and selection, and resource planning.	Role-Play/Online Exam/Reflection
Building a Team	The aim of this module is to develop the skills of managers and leaders to build successful teams in their organisation. The module focuses on the tools needed to facilitate the management of a successful team including people management, conflict resolution, and target setting.	Role-Play/Online Exam/Reflection/Project
Improving Team Performance	The aim of this module is to provide leaders and managers with the tools required to improve the performance of their teams. The module will focus on leadership skills, rewarding and retaining staff alongside key motivational techniques.	Role-Play/Online Exam/Reflection
Personal Effectiveness	Develop the key skills needed to be an effective individual within a business such as stress management, organisational skills, and mindfulness.	Reflection/Project

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DIPLOMA IN OPERATIONAL CUSTOMER SERVICE EXCELLENCE

DEVELOPED AND DELIVERED BY PROFESSIONAL ACADEMY

Developed to help customer service departments enhance the key skills needed for building successful relationships with customers and improve the operational effectiveness of customer service teams.

WHAT IS THE DIPLOMA IN OPERATIONAL CUSTOMER SERVICE EXCELLENCE?

The Diploma in Operational Customer Service Excellence has been developed by customer service specialists with a view to enhancing the professionalism and skills needed to excel, both in terms of rapport building and effective performance within a customer service role.

Modules are focused on skills essential to excellent customer service performance including time management, communication skills, call handling, managing expectations, the customer experience, handling difficult customers, and building positive relationships.

WHO IS THE DIPLOMA IN OPERATIONAL CUSTOMER SERVICE EXCELLENCE FOR?

This diploma has been created for businesses who have a desire to nurture a customer service team with the highest level of customer insight and understanding allowing for delivery of exemplary front line customer service built around a businesses ethos and values.

Programmes can be tailored for growing and established businesses alike with a flexible approach to both delivery and cost allowing for minimal staff disruption and maximizing returns on investment.

HOW WILL THE DIPLOMA IN OPERATIONAL CUSTOMER SERVICE EXCELLENCE BENEFIT YOUR BUSINESS?

The Diploma in Operational Customer Service Excellence has been created to have an instant positive impact on customer service teams in terms of the level of customer service delivered as well as the level of organisational effectiveness across the customer service department.

As the diploma delivery and content is tailored towards your business needs and challenges the positive effects of the training are amplified with solutions and tactics being developed by customer service teams as part of the training.

HOW DOES DELIVERY OF THE DIPLOMA IN OPERATIONAL CUSTOMER SERVICE EXCELLENCE WORK?

The Diploma in Customer Service Excellence is tailored to your business needs at all levels allowing the programme to be delivered via our blended learning methodology, including face-to-face workshops, or online via tailored interactive eLearning.

All delivery methods are supported by Professional Academy's learning management system (The Refinery). The Refinery is not only customizable to fit your businesses branding guidelines but also allows for simple and effective management of training cohorts.

Assessments can be completed in the form of an online quiz, role-play session, work-based project or personal reflection depending on your business needs.

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DIPLOMA IN OPERATIONAL CUSTOMER SERVICE EXCELLENCE OVERVIEW

OPERATIONAL MANAGEMENT DIPLOMA UNITS

The Diploma in Operational Customer Service Excellence is achieved by successful completion of a combination of the modules below:

Module Title	Description	Assessment Methods
Building a Relationship with Customers	This module focuses on the importance of good customer relationships and how to manage more difficult aspects of handling customers to ensure customer satisfaction. Key learning outcomes for this module focus around customer experience, managing customer expectations, relationship building, and dealing with difficult customers.	Role-Play/Online Exam/ Reflection/Project
Effectiveness in Customer Service	The aim of this module is to ensure customer service operatives can provide an excellent service whilst continuing to develop themselves and their skills. The module includes time management, customer support and call handling, stakeholder analysis, customer buying practices, and consumer legislation.	Role-Play/Online Exam/ Reflection
Personal Effectiveness	Develop the key skills needed to be an effective individual within a business such as stress management, organisational skills, and mindfulness.	Reflection/Project

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DIPLOMA IN OPERATIONAL MARKETING EXCELLENCE

DEVELOPED AND DELIVERED BY PROFESSIONAL ACADEMY

Created to help nurture creative marketing thinking whilst also enhancing communication skills in a day-to-day tactical marketing role by embracing new technologies and providing a deeper understanding of tried and tested marketing techniques.

WHAT IS THE DIPLOMA IN OPERATIONAL MARKETING EXCELLENCE?

The Diploma in Operational Marketing Excellence has been built with forward-thinking marketers and marketing departments in mind, allowing for companies to nurture creative marketing practices whilst instilling a high level of understanding of marketing fundamentals.

Modules are focused on skills and techniques designed to enhance creative thinking whilst also improving communication and organisational skills including, but not limited to: embracing digital disruption; understanding online audiences; understanding the marketing environment; creating effective marketing plans; developing value propositions, and understanding brand.

WHO IS THE DIPLOMA IN OPERATIONAL MARKETING EXCELLENCE FOR?

This diploma has been created for marketing teams of varying sizes and experience levels who are looking to take advantage of advances in marketing tactics and enhance their day-to-day marketing activities, creating a higher level of brand impact within their industry and sector.

Programmes can be tailored for growing and established businesses alike with a flexible approach to both delivery and cost allowing for minimal staff disruption and maximising returns on investment.

HOW WILL THE DIPLOMA IN OPERATIONAL MARKETING EXCELLENCE BENEFIT YOUR BUSINESS?

The Diploma in Operational Marketing Excellence has been created to challenge marketing teams to innovate, generating new ideas which can be applied as part of a marketing plan delivering higher market penetration, exposing businesses to a new audience and potential clients.

As the diploma delivery and content is tailored towards your business needs and challenges the positive effects of the training are amplified with solutions and tactics being developed by marketing teams as part of the training.

HOW DOES DELIVERY OF THE DIPLOMA IN OPERATIONAL CUSTOMER SERVICE EXCELLENCE WORK?

The Diploma in Marketing Excellence is tailored to your business needs at all levels allowing the programme to be delivered via our blended learning methodology, including face-to-face workshops, or online via tailored interactive eLearning.

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DIPLOMA IN OPERATIONAL MARKETING EXCELLENCE OVERVIEW

OPERATIONAL MARKETING DIPLOMA UNITS

The Diploma in Operational Marketing Excellence is achieved by successful completion of a combination of the modules below:

Module Title	Description	Assessment Methods
Marketing Tools & Tactics	The aim of this module is to develop the knowledge and understanding of marketing tools and tactics which can be used effectively by your sales and marketing teams. This module focuses on key marketing skills including: understanding stakeholder needs; internal marketing; the marketing environment; market research; understanding your audience; and creating effective marketing plans.	Role-Play/Online Exam/Reflection
Communications & Branding	The aim of this module is to develop the knowledge and understanding of communication and branding within your sales and marketing teams. The module focuses on all elements of communication and branding including: developing value propositions; the communications mix; working with agencies; omni-channel marketing approaches; understanding brand; communication tools; and creating effective communication plans.	Role-Play/Online Exam/Reflection/Project
Digital Marketing Tools & Tactics	The aim of this module is to develop the knowledge and understanding of digital marketing tools and tactics which can be used effectively by your sales and marketing teams in an online environment. The module focuses on the innovations available to businesses through digital marketing including: PPC; SEO; content marketing; and social media whilst also enhancing marketers knowledge of the digital landscape, metrics & analytic, and online audiences, all whilst encouraging marketers to embrace the positives of digital disruption.	Role-Play/Online Exam/Reflection
Personal Effectiveness	Develop the key skills needed to be an effective individual within a business such as stress Management, organisational skills and mindfulness.	Reflection/Project

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