



2010

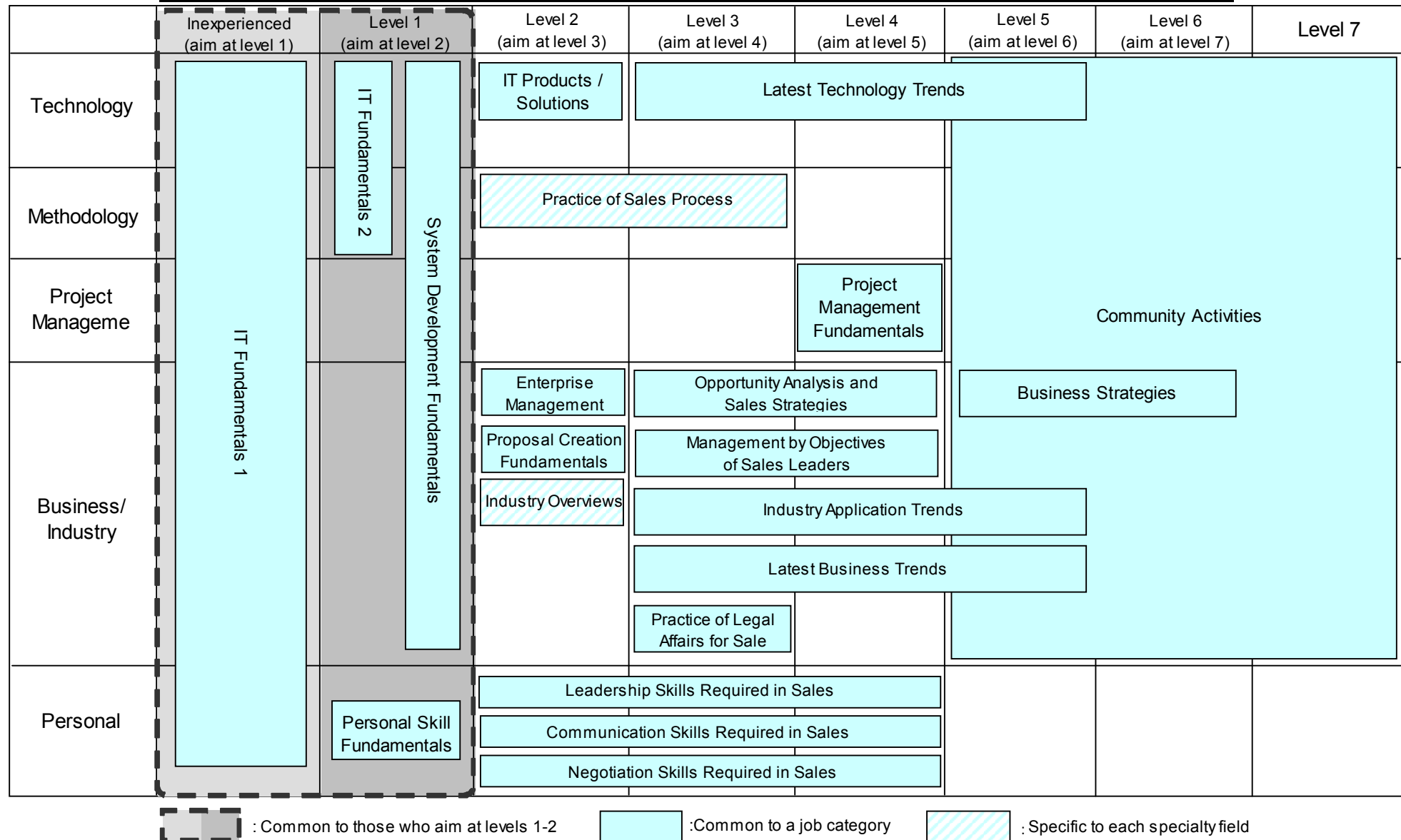
**IT Skill Standards Center
IT Human Resources Development Headquarters
INFORMATION-TECHNOLOGY PROMOTION AGENCY (IPA), JAPAN**

Ministry of Economy, Trade and Industry

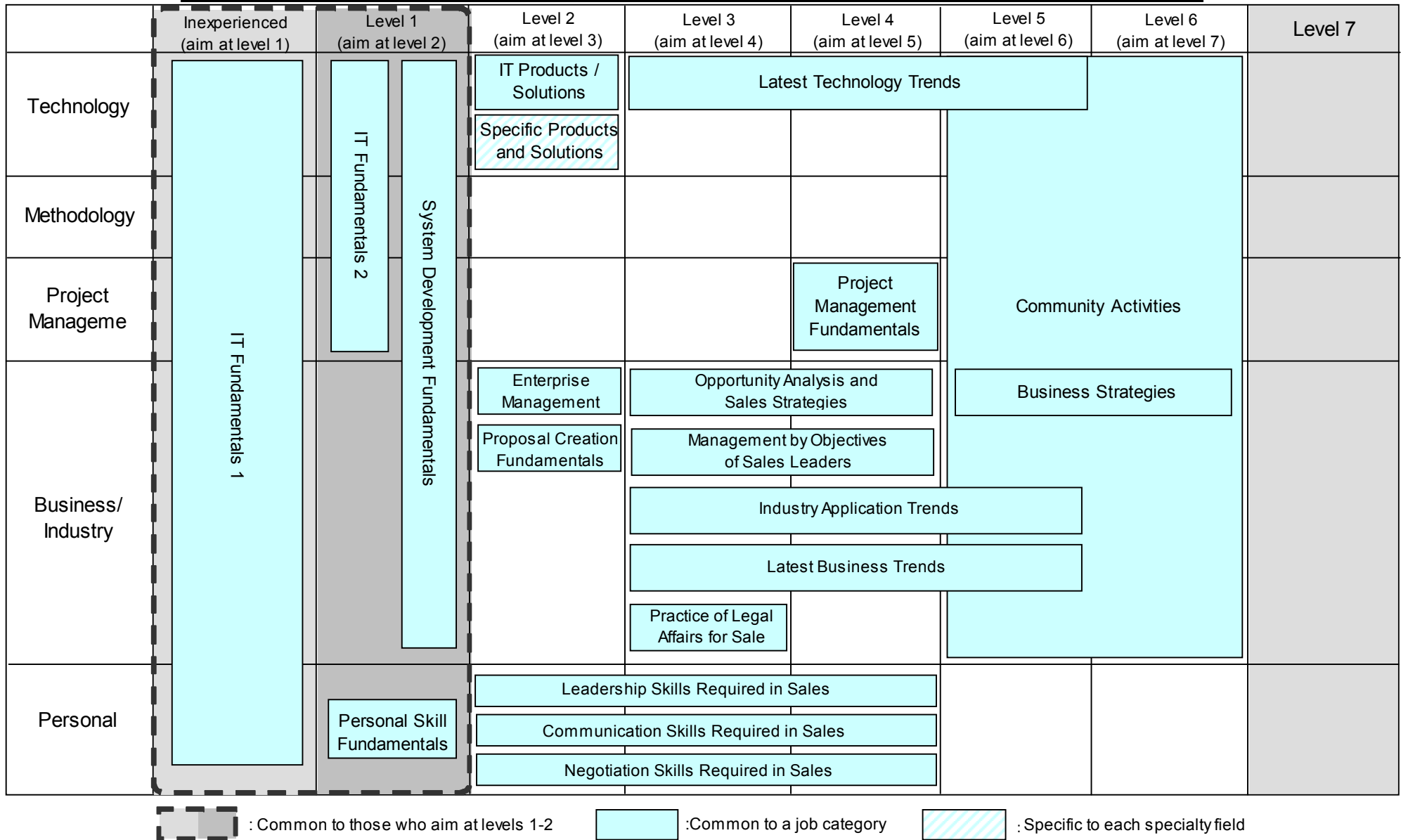
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Sales (Consulting Sales by Visiting Customers) Training Course Group



Sales (Product Sales by Visiting Customers) Training Course Group



Sales (Sales via Media) Training Course Group

	Inexperienced (aim at level 1)	Level 1 (aim at level 2)	Level 2 (aim at level 3)	Level 3 (aim at level 4)	Level 4 (aim at level 5)	Level 5 (aim at level 6)	Level 6 (aim at level 7)	Level 7				
Technology	IT Fundamentals 1	IT Fundamentals 2	IT Products / Solutions	Latest Technology Trends		Community Activities						
Methodology			Specific Products and Solutions									
Project Manageme		System Development Fundamentals			Project Management Fundamentals							
Business/ Industry			Enterprise Management	Opportunity Analysis and					Business Strategies			
			Proposal Creation Fundamentals	Management by Objectives								
					Industry Application Trends							
					Latest Business Trends							
			Practice of Legal									
Personal		Personal Skill Fundamentals	Leadership Skills Required in Sales									
			Communication Skills Required in Sales									
	Negotiation Skills Required in Sales											

: Common to those who aim at levels 1-2: Common to a job category: Specific to each specialty field

Sales (Consulting Sales by Visiting Customers) Training Course List

Training Course Level		Training Course Group Name	Training Course Name	Method			Standard Duration		Page
				E-Learning	Lecture	Workshop	E-Learning (Total hours)	Class (Total days)	
Common to Job Category	Basic Course	Proposal Creation Fundamentals	Proposal Creation Fundamentals		*	*		2	10
		IT Products / Solutions	IT Products / Solutions		*	*		2	13
		Enterprise Management	Enterprise Management	*	*	*	12	2	16
	Advanced Course	Practice of Legal Affairs for Sale	Practice of Legal Affairs for Sale		*	*		2	19
		Communication Skills Required in Sales	Practical Business Presentation		*	*		2	22
			Response Capabilities		*	*		3	24
			Communication Skills Required in Sales			*		3	26
		Negotiation Skills Required in Sales	Negotiation Skills Required in Sales			*		3	29
		Opportunity Analysis and Sales Strategies	Opportunity Analysis and Sales Strategies		*	*		3	32
		Management by Objectives of Sales Leaders	Management by Objectives of Sales Leaders		*	*		2	35
		Leadership Skills Required in Sales	Leadership Skills Required in Sales			*		3	38
			Training for Sales Leaders		*	*		2	40
		Business Strategies	Business Strategies		*	*		2	43
		Project Management Fundamentals	Project Management Fundamentals	*			30		46
	Special Course	Industry Application Trends	Industry Application Trends	*	*		12	2	49
		Latest Business Trends	Latest Business Trends	*	*		3	0.5	52
		Latest Technology Trends	Latest Technology Trends		*			1	55
		Community Activities	Community Activities	-	-	-	-	-	58
Specific to Each Specialty Field <Selective Courses>	Basic Course	Industry Overviews	Industry Overviews	*	*		6	1	61
		Practice of Sales Process	Practice of Sales Process		*	*		3	64

Sales (Product Sales by Visiting Customers) Training Course List

Training Course Level		Training Course Group Name	Training Course Name	Method			Standard Duration		Page
				E-Learning	Lecture	Workshop	E-Learning (Total hours)	Class (Total days)	
Common to Job Category	Basic Course	Proposal Creation Fundamentals	Proposal Creation Fundamentals		*	*		2	10
		IT Products / Solutions	IT Products / Solutions		*	*		2	13
		Enterprise Management	Enterprise Management	*	*	*	12	2	16
	Advanced Course	Practice of Legal Affairs for Sale	Practice of Legal Affairs for Sale		*	*		2	19
		Communication Skills Required in Sales	Practical Business Presentation		*	*		2	22
			Response Capabilities		*	*		3	24
			Communication Skills Required in Sales			*		3	26
		Negotiation Skills Required in Sales	Negotiation Skills Required in Sales			*		3	29
		Opportunity Analysis and Sales Strategies	Opportunity Analysis and Sales Strategies		*	*		2	32
		Management by Objectives of Sales Leaders	Management by Objectives of Sales Leaders		*	*		2	35
		Leadership Skills Required in Sales	Leadership Skills Required in Sales			*		3	38
			Training for Sales Leaders		*	*		2	40
		Business Strategies	Business Strategies		*	*		2	43
		Project Management Fundamentals	Project Management Fundamentals	*			30		46
	Special Course	Industry Application Trends	Industry Application Trends	*	*		12	2	49
		Latest Business Trends	Latest Business Trends	*	*		3	0.5	52
		Latest Technology Trends	Latest Technology Trends		*			1	55
		Community Activities	Community Activities	-	-	-	-	-	58
Specific to Each Specialty Field <Selective Courses>	Basic Course	Specific Products and Solutions	Specific Products and Solutions		*	*		2	68

Sales (Sales via Media) Training Course List

Training Course Level		Training Course Group Name	Training Course Name	Method			Standard Duration		Page
				E-Learning	Lecture	Workshop	E-Learning (Total hours)	Class (Total days)	
Common to Job Category	Basic Course	Proposal Creation Fundamentals	Proposal Creation Fundamentals		*	*		2	10
		IT Products / Solutions	IT Products / Solutions		*	*		2	13
		Enterprise Management	Enterprise Management	*	*	*	12	2	16
	Advanced Course	Practice of Legal Affairs for Sale	Practice of Legal Affairs for Sale		*	*		2	19
		Communication Skills Required in Sales	Practical Business Presentation		*	*		2	22
			Response Capabilities		*	*		3	24
			Communication Skills Required in Sales			*		3	26
		Negotiation Skills Required in Sales	Negotiation Skills Required in Sales			*		3	29
		Opportunity Analysis and Sales Strategies	Opportunity Analysis and Sales Strategies		*	*		2	32
		Management by Objectives of Sales Leaders	Management by Objectives of Sales Leaders		*	*		2	35
		Leadership Skills Required in Sales	Leadership Skills Required in Sales			*		3	38
			Training for Sales Leaders		*	*		2	40
		Business Strategies	Business Strategies		*	*		2	43
		Project Management Fundamentals	Project Management Fundamentals	*			30		46
	Special Course	Industry Application Trends	Industry Application Trends	*	*		12	2	49
		Latest Business Trends	Latest Business Trends	*	*		3	0.5	52
		Latest Technology Trends	Latest Technology Trends		*			1	55
		Community Activities	Community Activities	-	-	-	-	-	58
Specific to Each Specialty Field <Selective Courses>	Basic Course	Utilization of Sales Media	Utilization of Sales Media		*	*		2	71

Sales

Training Course Description

<Common to Sales>

Proposal Creation Fundamentals (1 course)

- Proposal Creation Fundamentals

Course Name Content	Proposal Creation Fundamentals
Training Course Level	<input type="checkbox"/> Introductory Course <input checked="" type="checkbox"/> Basic Course <input type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Sales <input type="checkbox"/> Consulting Sales by Visiting Customers <input type="checkbox"/> Product Sales by Visiting Customers <input type="checkbox"/> Sales via Media
Outline	<p>Aim:</p> <p>Attendees acquire knowledge of basic proposal creation steps in IT business.</p> <p>○The attendees learn purposes of each proposal item, steps of how to create the item, points on how to revise the proposal items according to customers' requirements, and things to remember for creating a document that stimulates their consumer appetite.</p>
Attendee	Those who aspire to participate in proposal activities that satisfy customers' needs under supervision of superiors as members of sales teams (those who aim to acquire the knowledge of Sales level 3)
Precondition	Possess introductory sales knowledge.
Training Method	Lecture, Workshop
Duration	Standard term: 2 days (classroom) (3 or 4 weeks can be provided between 1 st and 2 nd days to prepare and create a proposal)
Learning Goal	Can make a series of a standard proposal of an IT solution that satisfies customer's needs as a member of a sales team under supervision of a superior by utilizing fundamental knowledge of proposal creation.

Skill Items	Knowledge Items
Proposal of IT Solution	-Solutions Selection Solution Evaluation, Criteria Clarification for Customers' Purchase and Evaluation of Solutions, Selection of Proposal Solutions -Solutions Proposal Review of Proposed Contents, Solution Design, Proposal Creation, Conformity Assessment, Confirmation of Willingness to Purchase, Definition of Follow-on Activities
Communication	-Transmission of Information Utilization and Practice of Presentation Techniques, Utilization and Practice of Creation of Official and Non-official Documents, Technical Writing, Media Selection, Utilization and Practice of Persuasion Techniques

IT Products / Solutions (1 course)

- IT Products / Solutions

Content \ Course Name	IT Products / Solutions
Training Course Level	<input type="checkbox"/> Introductory Course <input checked="" type="checkbox"/> Basic Course <input type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Sales <input type="checkbox"/> Consulting Sales by Visiting Customers <input type="checkbox"/> Product Sales by Visiting Customers <input type="checkbox"/> Sales via Media
Outline	<p>Aim:</p> <p>Attendees acquire knowledge of general IT products and solutions.</p> <ul style="list-style-type: none"> ○ The attendees learn wide range of knowledge of IT products and solutions such as hardware, software, databases, applications, networks, the Internet, and security.
Attendee	Those who aspire to participate in formulation of short-term business strategies for markets in which professionals are involved and proposal activities for the markets under supervision of superiors as members of sales teams (those who aim to acquire the knowledge of Sales level 3)
Precondition	Possess introductory sales knowledge.
Training Method	Lecture, Workshop
Duration	Standard term: 2 days (classroom)
Learning Goal	Can make a proposal of an IT solution that satisfies customer's needs as a member of a sales team under supervision of a superior by utilizing fundamental knowledge of IT products and solutions.

Skill Items	Knowledge Items
Analysis of Customer Environment	IT Environments Understanding and Analysis of Customers' IT Environment
Proposal of IT Solution	<p>-Latest Technology Trends Understanding of Latest Hardware Technology Trends, Understanding of Latest Middleware Technology Trends, Understanding of Latest Platform Technology Trends, Understanding of Latest Network Technology Trends, Understanding of Latest Database Technology Trends, Understanding of Latest Security Technology Trends, Understanding of Latest System Management Technology Trends</p> <p>-Latest Application Trends Understanding of Latest Industry Applications Trends, Understanding of Latest Application Package Trends</p> <p>-Solutions Selection Solution Evaluation, Criteria Clarification for Customers' Purchase and Evaluation of Solutions, Selection of Proposal Solutions</p> <p>-Solutions Proposal Review of Proposed Contents, Solution Design, Proposal Creation, Conformity Assessment, Confirmation of Willingness to Purchase, Definition of Follow-on Activities</p> <p>-Industry Technology Trends Understanding and Utilization of Industry Technology Trends</p>

Enterprise Management (1 course)

- Enterprise Management

Content \ Course Name	Enterprise Management
Training Course Level	<input type="checkbox"/> Introductory Course <input checked="" type="checkbox"/> Basic Course <input type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Sales <input type="checkbox"/> Consulting Sales by Visiting Customers <input type="checkbox"/> Product Sales by Visiting Customers <input type="checkbox"/> Sales via Media
Outline	<p>Aim:</p> <p>Attendees acquire fundamental knowledge through simulation of business management to understand a relationship between corporate activities and financial statements.</p> <p>○In lectures, the attendees learn outlines of how to read financial statements, structure of business profit, sales cost and the break-even point, and how to analyze business environment with major financial indicators. After learning the outlines, the attendees also learn in workshops practically fundamentals of the business management and the financial statements through simulation of the business management.</p>
Attendee	Those who aspire to participate in collection and analysis of customers' basic information necessary for formulation of business strategies for markets in which professionals are involved and formulation of short-term business strategies for the markets under supervision of superiors as members of sales teams (those who aim to acquire the knowledge of Sales level 3)
Precondition	Possess introductory knowledge of corporate accounting.
Training Method	Lecture, Workshop, or E-learning
Duration	Standard term: 2 days (classroom) or Standard term: 12 hours (E-learning, 6 hours/day x 2 days)
Learning Goal	Can collect fundamental information necessary for external environment analysis and internal environment analysis as a member of a sales team by utilizing fundamental knowledge of enterprise management.

Skill Items	Knowledge Items
Analysis of Customer Environment	-Customer Management Policy Understanding of Customers Business Policy, Understanding of Customer IT Strategy -Financial Analysis Utilization of Knowledge for Financial Statements, Analysis and Understanding of Management Indices, Understanding and Utilization of Financial Analysis Techniques, Analysis and Understanding of Financial Situations
Business Strategy	-Understanding of Customer Business Strategies Understanding of Management Strategy, Understanding of Business Strategy

Practice of Legal Affairs for Sales (1 course)

- Practice of Legal Affairs for Sale

Content \ Course Name	Practice of Legal Affairs for Sale
Training Course Level	<input type="checkbox"/> Introductory Course <input type="checkbox"/> Basic Course <input checked="" type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Sales <input type="checkbox"/> Consulting Sales by Visiting Customers <input type="checkbox"/> Product Sales by Visiting Customers <input type="checkbox"/> Sales via Media
Outline	<p>Aim:</p> <p>Attendees learn practical knowledge of legal affairs for sales in service centric business.</p> <ul style="list-style-type: none"> ○The attendees learn practically contract negotiation, contract preparation and consensus building, and a series of contract process for contract conclusion, all of which are related to contract processing in the service centric business sophisticated and complex in accompany with its significant growth. ○The attendees learn practical knowledge of criteria necessary from legal and business risk view points at business judgment in sales activities.
Attendee	Those who aspire to complete a contract process in service centric business as leaders of sales teams (those who aim to acquire the knowledge of Sales level 4)
Precondition	Possess fundamental knowledge of legal affairs.
Training Method	Lecture, Workshop
Duration	Standard term: 2 days (classroom)
Learning Goal	Can transact a contract in service centric business as a leader of a sales team by utilizing practical knowledge of legal affairs for sales.

Skill Items	Knowledge Items
Sales Office Work Management	<p>-Contract Management Understanding of Contract Operations, Confirmation and Agreement of Contract Conditions, Contract Conclusion, Exception Handling, Understanding of Outsourcing and OEM Contract Affairs, Understanding of and Compliance with Relevant Regulations</p> <p>-Payment Management, Collection Management Understanding and Utilization of Knowledge on Operations of Accounts Payable and Accounts Receivable, Practice of Collection of Accounts Receivable</p> <p>-Contract Negotiation Understanding of Customer Environment, Review of Service Specifications and Service Levels, Confirmation and Negotiation Related to Contract Articles, Preparation of Contract Documents, Negotiation with Customers' Contracting Departments, Coordination with Relevant Incompany Departments, Consensus Building on Contractual Coverage</p> <p>-Legal Affairs for Sales Understanding of Contract Relevant Laws and Regulations, Understanding of Accounts Payable and Accounts Receivable Relevant Laws and Regulations, Understanding and Compliance with the following (Documents and Laws and Regulations, Intellectual Property Right, Credit Research, Mail Order Law, Personal Information Protection Law, Patent Law, Copyright Law, etc.)</p> <p>-Corporate Ethics Compliance with Corporate Ethics Codes</p>

Communication Skills Required in Sales (3 courses)

- Practical Business Presentation
- Response Capabilities
- Communication Skills Required in Sales

Content \ Course Name	Practical Business Presentation
Training Course Level	<input type="checkbox"/> Introductory Course <input checked="" type="checkbox"/> Basic Course <input type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Sales <input type="checkbox"/> Consulting Sales by Visiting Customers <input type="checkbox"/> Product Sales by Visiting Customers <input type="checkbox"/> Sales via Media
Outline	<p>Aim:</p> <p>Attendees learn fundamental knowledge necessary to give appealing presentations that lead to business opportunities.</p> <ul style="list-style-type: none"> ○The attendees learn standards and tips for giving proposals and presentations, effective tool usage, a structure of a presentation, a basis of speech (manners), and how to make a proposal presentation.
Attendee	Those who aspire to participate in proposal activities for markets in which professionals are involved and activities to maintain relationships with customers in the markets as members of sales teams (those who aim to acquire the knowledge of Sales level 3)
Precondition	Possess introductory sales knowledge.
Training Method	Lecture, Workshop
Duration	Standard term: 2 days (classroom)
Learning Goal	Can give an appealing and effective presentation as a member of a sales team by utilizing fundamental knowledge necessary to give business presentations.

Skill Items	Knowledge Items
Proposal of IT Solution	-Solutions Proposal Review of Proposed Contents, Solution Design, Proposal Creation, Conformity Assessment, Confirmation of Willingness to Purchase, Definition of Follow-on Activities
Communication	-Transmission of Information Utilization and Practice of Presentation Techniques, Utilization and Practice of Creation of Official and Non-official Documents, Technical Writing, Media Selection, Utilization and Practice of Persuasion Techniques

Content \ Course Name	Response Capabilities
Training Course Level	<input type="checkbox"/> Introductory Course <input checked="" type="checkbox"/> Basic Course <input type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Sales <input type="checkbox"/> Consulting Sales by Visiting Customers <input type="checkbox"/> Product Sales by Visiting Customers <input type="checkbox"/> Sales via Media
Outline	<p>Aim:</p> <p>Attendees acquire fundamental knowledge necessary to communicate with other people effectively and to response various situations.</p> <ul style="list-style-type: none"> ○The attendees learn concept of social style model and behavioral difference, self-perception, and way to produce results with others. The attendees also learn a decision-making process for procurement depending on customer business circumstances.
Attendee	Those who aspire to participate in proposal activities for markets in which professionals are involved and activities to maintain relationships with customers in the markets as members of sales teams (those who aim to acquire the knowledge of Sales level 3)
Precondition	Possess introductory sales knowledge.
Training Method	Lecture, Workshop
Duration	Standard term: 3 days (classroom)
Learning Goal	Can response to various problems in general sales activity properly as a member of a sales team by utilizing fundamental knowledge of response capabilities.

Skill Items	Knowledge Items
Analysis of Customer Environment	<ul style="list-style-type: none"> -Customer Business Contents History of Business Management, Understanding of Customer Business Operations, Understanding of Customer Markets, Understanding of Separate Business Operations, Corporate Governance, Organizational Strategy -Customer Management Policy Understanding of Customers Business Policy, Understanding of Customer IT Strategy -Financial Analysis Utilization of Knowledge for Financial Statements, Analysis and Understanding of Management Indices, Understanding and Utilization of Financial Analysis Techniques, Analysis and Understanding of Financial Situations -IT Environments Understanding and Analysis of Customers' IT Environment -Decision Processes Understanding of Organizational Structure, Understanding of Decision Process, Evaluation Confirmation by Decision-makers
Development of Customer Relationship	<ul style="list-style-type: none"> -Understanding of Customer Preference in IT Service Transaction Forms Understanding of Customer's Preference in IT Service Transaction Forms
Communication	<ul style="list-style-type: none"> -2-Way Communication Dialogue and Interview, Information Transfer, Utilization and Practice of Communication Techniques, Utilization and Practice of Effective Speaking and Listening -Transmission of Information Utilization and Practice of Presentation Techniques, Utilization and Practice of Creation of Official and Non-official Documents, Technical Writing, Media Selection, Utilization and Practice of Persuasion Techniques -Organization, Analysis and Retrieval of Information Development and Practice of Status Response Capabilities to Understand Situations, Utilization and Practice of Capabilities to Understand Situations, Utilization and Practice of Meeting Management Techniques

Content	Course Name	Communication Skills Required in Sales
Training Course Level	<input type="checkbox"/> Introductory Course <input type="checkbox"/> Basic Course <input checked="" type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course	
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Sales <input type="checkbox"/> Consulting Sales by Visiting Customers <input type="checkbox"/> Product Sales by Visiting Customers <input type="checkbox"/> Sales via Media	
Outline	<p>Aim:</p> <p>Attendees acquire the following practical skills that are a success factor of any projects: effective and efficient communication with people involved in projects.</p> <p>○The attendees learn, in workshops including role-play, the following important for promotion of medium-sized, large-sized, or complex projects: two-way communication, passing of information, and processing of information.</p>	
Attendee	Those who have completed sales activities as responsible persons or members of sales teams (those who aim to acquire the knowledge of Sales level 4 or 5)	
Precondition	Possess fundamental communication knowledge.	
Training Method	Workshop	
Duration	Standard term: 3 days (classroom)	
Learning Goal	Can promote interaction with other people effectively for sales activities as a responsible person or a member of a sales team by utilizing communication knowledge.	

Skill Items	Knowledge Items
Communication	<p>-2-Way Communication Dialogue and Interview, Information Transfer, Utilization and Practice of Communication Techniques, Utilization and Practice of Effective Speaking and Listening</p> <p>-Transmission of Information Utilization and Practice of Presentation Techniques, Utilization and Practice of Creation of Official and Non-official Documents, Technical Writing, Media Selection, Utilization and Practice of Persuasion Techniques</p> <p>-Organization, Analysis and Retrieval of Information Development and Practice of Status Response Capabilities to Understand Situations, Utilization and Practice of Capabilities to Understand Situations, Utilization and Practice of Meeting Management Techniques</p>

Negotiation Skills Required in Sales (1 courses)

- Negotiation Skills Required in Sales

Content \ Course Name	Negotiation Skills Required in Sales
Training Course Level	<input type="checkbox"/> Introductory Course <input type="checkbox"/> Basic Course <input checked="" type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Sales <input type="checkbox"/> Consulting Sales by Visiting Customers <input type="checkbox"/> Product Sales by Visiting Customers <input type="checkbox"/> Sales via Media
Outline	<p>Aim:</p> <p>Attendees acquire practical skills of negotiation important for any situations or scenes in projects.</p> <p>○About negotiation with people concerned with any scenes or situations in medium-sized, large-sized, or complex projects, the attendees learn and perform role-play in workshops in how to divide negotiation phases into several phases, how to understand expected problems, and how to formulate problem solving solutions with negotiating partners.</p>
Attendee	Those who have completed sales activities as responsible persons or members of sales teams (those who aim to acquire the knowledge of Sales level 3, 4, or 5)
Precondition	Possess fundamental negotiation skills.
Training Method	Workshop
Duration	Standard term: 3 days (classroom)
Learning Goal	Can perform effective sales activities with a negotiating partner in a difficult negotiation as a responsible person or a member of a sales team by utilizing negotiation knowledge.

Skill Items	Knowledge Items
Negotiation	-Negotiation Utilization and Practice of Negotiation Process, Utilization and Practice of Effective Negotiation Techniques, Establishment of Trust Relationship, Objectives Setting, Common Interest, Practice of Logical Thinking, Utilization and Practice of Problem Solving Techniques

Opportunity Analysis and Sales Strategies (1 courses)

- Opportunity Analysis and Sales Strategies

Content \ Course Name	Opportunity Analysis and Sales Strategies
Training Course Level	<input type="checkbox"/> Introductory Course <input type="checkbox"/> Basic Course <input checked="" type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Sales <input type="checkbox"/> Consulting Sales by Visiting Customers <input type="checkbox"/> Product Sales by Visiting Customers <input type="checkbox"/> Sales via Media
Outline	<p>Aim:</p> <p>This course is for those who have wide sales experiences and helps them acquire knowledge important for competitive strategic sales.</p> <ul style="list-style-type: none"> ○ The attendees learn objective analysis of sales opportunities, sales possibility assessment, formulation of competitive strategies for sales goals, making of tactics necessary for the strategies, effective approaches to a key person on customer side.
Attendee	Those who aspire to analyze customers' issues and needs and to formulate short-term business strategies of markets in which professionals are involved as persons responsible or leaders of sales teams (those who aim to acquire the knowledge of Sales level 4 or 5)
Precondition	Possess introductory sales knowledge.
Training Method	Lecture, Workshop
Duration	Standard term: 2 days (classroom)
Learning Goal	Can by implement effective short- and mid- term business strategies as a person responsible or a leader of a sales team by utilizing knowledge of opportunities analysis and sales strategies.

Skill Items	Knowledge Items
Analysis of Customer Environment	<ul style="list-style-type: none"> -Industry Competition Status Understanding of Information on Competitors in the Industry -Customer Management Policy Understanding of Customers Business Policy, Understanding of Customer IT Strategy -Financial Analysis Utilization of Knowledge for Financial Statements, Analysis and Understanding of Management Indices, Understanding and Utilization of Financial Analysis Techniques, Analysis and Understanding of Financial Situations -IT Environments Understanding and Analysis of Customers' IT Environment -Decision Processes Understanding of Organizational Structure, Understanding of Decision Process, Evaluation Confirmation by Decision-makers -Industry Trends Understanding of Industrial Environment and Relevant Regulations, Understanding of Latest Industry Trends, Understanding and Utilization of Industry Specific Needs/Wants
Business Strategy	<ul style="list-style-type: none"> -Understanding of Customer Business Strategies Understanding of Management Strategy, Understanding of Business Strategy -Investigation and Analysis of Problems and Needs Investigation and Analysis of Current Problems, Understanding of User Needs, Analysis and Prioritization of Needs -Analysis of Disincentives Analysis of Disincentives to Business Solutions -Customer's IT Strategies Understanding of Customer's IT Strategy, Understanding of IT Budget Status -Sales Strategies Discovery of Business Opportunities, Clarification of Business Opportunities, Prioritization of Business Opportunities, Strategy Planning of Business Opportunities, Formulation of Action Plan
Development of Customer Relationship	<ul style="list-style-type: none"> -Understanding of Customer Preference in IT Service Transaction Forms Understanding of Customer's Preference in IT Service Transaction Forms

Management by Objectives of Sales Leaders (1 course)

- Target Management of Sales Leaders

Content \ Course Name	Management by Objectives of Sales Leaders
Training Course Level	<input type="checkbox"/> Introductory Course <input type="checkbox"/> Basic Course <input checked="" type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Sales <input type="checkbox"/> Consulting Sales by Visiting Customers <input type="checkbox"/> Product Sales by Visiting Customers <input type="checkbox"/> Sales via Media
Outline	<p>Aim:</p> <p>This course is essentially for those who manage her/his subordinates and who are responsible for sales activities, and helps them acquire knowledge important for target management, process management, and business performance assessment important for sales leaders.</p> <p>○The attendees learn techniques for Management of Objectives, and how to reconfirm attendee's advantages and disadvantages in management capabilities through Management by Objectives. The attendees also understand importance of improvements and innovation in management, market and customer information management, and budget and personnel management.</p>
Attendee	T Those who aspire to analyze customer's issues and needs and to manage formulation and implementation of short- and mid- term business strategies of markets in which professionals are involved as persons responsible for or leaders of sales teams (those who aim to acquire the knowledge of Sales level 4 or 5)
Precondition	Possess introductory sales knowledge.
Training Method	Lecture, Workshop
Duration	Standard term: 2 days (classroom)
Learning Goal	Can set sales targets, assess business performance, and manage processes related to the target management and the business performance assessment in implementation of short- and mid- term business strategies as a person responsible for or a leader of a sales team by utilizing knowledge of Management by Objectives important for sales leaders.

Skill Items	Knowledge Items
Sales Office Work Management	<p>-Profit and Loss Management Understanding of Sales, Costs and Profits and Losses, Practice of Profit and Loss Management</p> <p>-Sales Management Target Management, Market and Customer Information Management, Budget Management, Personnel Management</p>
Business Strategy	<p>-Analysis of Disincentives Analysis of Disincentives to Business Solutions</p> <p>-Sales Strategies Discovery of Business Opportunities, Clarification of Business Opportunities, Prioritization of Business Opportunities, Strategy Planning of Business Opportunities, Formulation of Action Plan</p>
Leadership	<p>-Leadership Fundamentals and Principles of Leadership, Teamwork and Communication, Project Objectives Setting, Project Promotion, Project Execution, Project Management, Collaboration Between Team Members, Motivating Team Members and Provision for Feelings of Accomplishment</p>
Communication	<p>-Organization, Analysis and Retrieval of Information Development and Practice of Status Response Capabilities to Understand Situations, Utilization and Practice of Capabilities to Understand Situations, Utilization and Practice of Meeting Management Techniques</p>

Leadership Skills Required in Sales (2 courses)

- Leadership Skills Required in Sales
- Training for Sales Leaders

Course Name	Leadership Skills Required in Sales
Content	
Training Course Level	<input type="checkbox"/> Introductory Course <input type="checkbox"/> Basic Course <input checked="" type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Sales <input type="checkbox"/> Consulting Sales by Visiting Customers <input type="checkbox"/> Product Sales by Visiting Customers <input type="checkbox"/> Sales via Media
Outline	<p>Aim:</p> <p>Attendees acquire practical skills of the following that are success factors of any projects: object setting, team building, communication with people within and outside teams, development and promotion of activities, and motivating of customers' buying appetite.</p> <p>○The attendees learn, in workshops including role-play, the following required to promote medium-sized, large-sized, or complex projects: leadership, self-motivation, motivating team members through team building, interpersonal skills, discord management, and consensus building.</p>
Attendee	Those who have completed projects as persons responsible for or leaders of sales teams (those who aim to acquire the knowledge of Sales level 4 or 5)
Precondition	Possess fundamental leadership knowledge.
Training Method	Workshop
Duration	Standard term: 3 days (classroom)
Learning Goal	Can take leadership for effective sales activities as a person responsible or a leader of a sales team by utilizing leadership knowledge.

Skill Items	Knowledge Items
Leadership	-Leadership Fundamentals and Principles of Leadership, Teamwork and Communication, Project Objectives Setting, Project Promotion, Project Execution, Project Management, Collaboration Between Team Members, Motivating Team Members and Provision for Feelings of Accomplishment

Content \ Course Name	Training for Sales Leaders
Training Course Level	<input type="checkbox"/> Introductory Course <input type="checkbox"/> Basic Course <input checked="" type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Sales <input type="checkbox"/> Consulting Sales by Visiting Customers <input type="checkbox"/> Product Sales by Visiting Customers <input type="checkbox"/> Sales via Media
Outline	<p>Aim:</p> <p>This course is essentially for those who are responsible for sales activities and helps them acquire knowledge of characteristics of sales management capabilities as leaders of sales activities.</p> <p>○The attendees learn elements and characteristics of sales management capabilities, system thinking and way to organize ideal, enhancement of entrepreneurial mind and business sense, development of leaders who achieve organizational goals effectively, problem solving skills, and coaching skills.</p>
Attendee	Those who aspire to formulate and implement mid- and long- term business strategies for markets in which professionals are involve and to increase customer satisfaction in the markets as persons responsible for sales teams (those who aim to acquire the knowledge of Sales level 5)
Precondition	Possess introductory sales knowledge.
Training Method	Lecture, Workshop
Duration	Standard term: 2 days (classroom)
Learning Goal	Can give directions and orders to a sales team and IT professionals of other job categories, and lead and implement all sales activities as a person responsible for a sales team by utilizing knowledge of characteristics of sales management capabilities as leaders of sales activities.

Skill Items	Knowledge Items
Management of Customer Satisfaction	<p>-Customer Satisfaction Management</p> <p>Understanding of Customer Satisfaction Concept, Implementation of Customer Satisfaction Survey, Analysis and Assessment of Survey Results, Formulation and Practice of Customer Satisfaction Improvement Plan in accordance with Assessment Results</p>
Leadership	<p>-Leadership</p> <p>Fundamentals and Principles of Leadership, Teamwork and Communication, Project Objectives Setting, Project Promotion, Project Execution, Project Management, Collaboration Between Team Members, Motivating Team Members and Provision for Feelings of Accomplishment</p>
Communication	<p>-2-Way Communication</p> <p>Dialogue and Interview, Information Transfer, Utilization and Practice of Communication Techniques, Utilization and Practice of Effective Speaking and Listening</p> <p>-Transmission of Information</p> <p>Utilization and Practice of Presentation Techniques, Utilization and Practice of Creation of Official and Non-official Documents, Technical Writing, Media Selection, Utilization and Practice of Persuasion Techniques</p> <p>-Organization, Analysis and Retrieval of Information</p> <p>Development and Practice of Status Response Capabilities to Understand Situations, Utilization and Practice of Capabilities to Understand Situations, Utilization and Practice of Meeting Management Techniques</p>
Negotiation	<p>-Negotiation</p> <p>Utilization and Practice of Negotiation Process, Utilization and Practice of Effective Negotiation Techniques, Establishment of Trust Relationship, Objectives Setting, Common Interest, Practice of Logical Thinking, Utilization and Practice of Problem Solving Techniques</p>

Business Strategies (1 course)

- Business Strategies

Content \ Course Name	Business Strategies
Training Course Level	<input type="checkbox"/> Introductory Course <input type="checkbox"/> Basic Course <input checked="" type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Sales <input type="checkbox"/> Consulting Sales by Visiting Customers <input type="checkbox"/> Product Sales by Visiting Customers <input type="checkbox"/> Sales via Media
Outline	<p>Aim:</p> <p>This course is essentially for those who are responsible for sales teams, and help them to understand frameworks of management strategies and business strategies and acquire knowledge important for analysis of corporate present status and extraction of strategic issues.</p> <p>○The attendees learn history of business management, frameworks of management strategies and business strategies, corporate governance, organizational strategies, case studies, conditions of good standing companies, principles of management strategies, extraction of strategic issues.</p>
Attendee	Those who aspire to analyze customers' issues and needs and to formulate mid- and long- term business strategies of markets in which professionals are involved, both of which are based on prospective aspect of industry trends and technology trends, as persons responsible for sales teams (those who aim to acquire the knowledge of Sales level 6 or 7)
Precondition	Possess introductory sales knowledge.
Training Method	Lecture, Workshop
Duration	Standard term: 2 days (classroom)
Learning Goal	Can analyze issues and needs in an industry that you are involved in and formulate mid- and long term business strategies for a specific industry, a specific product, and whole service as a person responsible for a sales team by utilizing knowledge of business strategies.

Skill Items	Knowledge Items
Analysis of Customer Environment	<p>-Industry Knowledge Utilization of Industry Common Applications Knowledge, Utilization of industry Specific Applications Knowledge, Understanding of Industry Business Trends and Technology Trends and Competition Status, Understanding and Utilization of Industry Terms and Relevant Regulations, Understanding and Utilization of Industry Specific Business Environment, Understanding and Utilization of Industry Specific Business Practice, Understanding and Utilization of Industry Specific Business Operations</p> <p>-Industry Competition Status Understanding of Information on Competitors in the Industry</p> <p>-Customer Business Contents History of Business Management, Understanding of Customer Business Operations, Understanding of Customer Markets, Understanding of Separate Business Operations, Corporate Governance, Organizational Strategy</p>
Business Strategy	<p>-Investigation and Analysis of Problems and Needs Investigation and Analysis of Current Problems, Understanding of User Needs, Analysis and Prioritization of Needs</p> <p>-Analysis of Disincentives Analysis of Disincentives to Business Solutions</p> <p>-Sales Strategies Discovery of Business Opportunities, Clarification of Business Opportunities, Prioritization of Business Opportunities, Strategy Planning of Business Opportunities, Formulation of Action Plan</p> <p>-Formulation of Marketing Strategies Understanding of Corporate Philosophy, Understanding of Business Strategy (Management Strategy, Business Strategy), Design of Business Portfolios, Implementation of Marketing Management, Implementation of Marketing Process, Formulation of Marketing Strategy</p>
Leadership	<p>-Leadership Fundamentals and Principles of Leadership, Teamwork and Communication, Project Objectives Setting, Project Promotion, Project Execution, Project Management, Collaboration Between Team Members, Motivating Team Members and Provision for Feelings of Accomplishment</p>

Project Management Fundamentals (1 course)

- Project Management Fundamentals

Content	Course Name
Training Course Level	Project Management Fundamentals
Training Area (Common or Specialty Field)	<input type="checkbox"/> Introductory Course <input type="checkbox"/> Basic Course <input checked="" type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course <input checked="" type="checkbox"/> Common to Sales <input type="checkbox"/> Consulting Sales by Visiting Customers <input type="checkbox"/> Product Sales by Visiting Customers <input type="checkbox"/> Sales via Media
Outline	<p>Aim:</p> <p>Attendees acquire fundamental knowledge of project management.</p> <p>○The attendees learn, based on “PMBOK”, a general concept of project management that covers all aspect of basic project management knowledge (e.g., project definitions, organization, plan formulation, schedule planning, project implementation, project management, and project completion) and that is not biased by characteristics of industries or fields.</p>
Attendee	Those who aspire to lead sales teams and to do sales activities as persons responsible for sales teams (those who aim to acquire the knowledge of Sales level 5)
Precondition	Possess fundamental knowledge of sales activities and have participated in sales activities.
Training Method	E-learning
Duration	Standard term: 30 hours (6 hours/day x 5 days)
Learning Goal	Can perform sales activities as a person responsible for a sales team by utilizing fundamental knowledge of project management.

Skill Items	Knowledge Items
Project Management	<ul style="list-style-type: none"> -Project Integration Management Develop Project Charter, Develop Preliminary Project Scope Statement, Develop Project Management Plan, Direct and Manage Project Execution, Monitor and Control Project Work, Integrated Change Control, Close Project -Project Scope Management Scope Planning, Scope Definition, Create WBS, Scope Verification, Scope Control -Project Time Management Activity Definition, Activity Sequencing, Activity Resource Estimating, Activity Duration Estimating, Schedule Development, Schedule Control -Project Cost Management Cost Estimating, Cost Budgeting, Cost Control -Project Quality Management Quality Planning, Perform Quality Assurance, Perform Quality Control -Project Human Resource Management Human Resource Planning, Acquire Project Team, Develop Project Team, Manage Project Team -Project Communications Management Communications Planning, Information Distribution, Performance Reporting, Manage Stakeholders -Project Risk Management Risk Management Planning, Risk Identification, Qualitative Risk Analysis, Quantitative Risk Analysis, Risk Response Planning, Risk Monitoring and Control -Project Procurement Management Plan Purchases and Acquisitions, Plan Contracting, Request Seller Responses, Select Sellers, Contract Administration, Contract Closure

Industry Application Trends (1 course)

- Industry Application Trends

Content	Course Name	Industry Application Trends
Training Course Level	<input type="checkbox"/> Introductory Course <input type="checkbox"/> Basic Course <input type="checkbox"/> Advanced Course <input checked="" type="checkbox"/> Special Course	
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Sales <input type="checkbox"/> Consulting Sales by Visiting Customers <input type="checkbox"/> Product Sales by Visiting Customers <input type="checkbox"/> Sales via Media	
Outline	<p>Aim:</p> <p>Attendees learn the latest trends in each industry and acquire knowledge of applications and solutions in the spotlight in order to keep updating knowledge of industry applications changing from day to day.</p> <ul style="list-style-type: none"> ○Training contents are provided on a given theme of each industry, application, or solution, and the attendees select a theme and take part in a lecture for maintaining or improving their skills at regular intervals or when needed. ○To provide lectures via e-learning type methods is possible; however, to give demonstrations of how applications work at lectures is recommended. 	
Attendee	<p>Those who should keep up with the latest knowledge including industries that professionals are working for currently or in the future and application packages utilized in the industries as persons responsible for sales teams (those who aim to acquire the knowledge of Sales 4, 5, or 6)</p>	
Precondition	<p>Possess fundamental knowledge of industry applications.</p>	
Training Method	<p>Lecture or E-learning</p>	
Duration	<p>Standard term: 2 days (classroom) or Standard term: 12 hours (E-learning 6 hours/day x 2 days)</p>	
Learning Goal	<p>Can perform effective sales activities as a person responsible for a sales team by utilizing knowledge of industry applications.</p>	

Skill Items	Knowledge Items
Analysis of Customer Environment	<p>-Industry Knowledge Utilization of Industry Common Applications Knowledge, Utilization of industry Specific Applications Knowledge, Understanding of Industry Business Trends and Technology Trends and Competition Status, Understanding and Utilization of Industry Terms and Relevant Regulations, Understanding and Utilization of Industry Specific Business Environment, Understanding and Utilization of Industry Specific Business Practice, Understanding and Utilization of Industry Specific Business Operations</p> <p>-Industry Competition Status Understanding of Information on Competitors in the Industry</p>
Proposal of IT Solution	<p>-Latest Application Trends Understanding of Latest Industry Applications Trends, Understanding of Latest Application Package Trends</p>

Latest Business Trends (1 course)

- Latest Business Trends

Content	Course Name	Latest Business Trends
Training Course Level	<input type="checkbox"/> Introductory Course <input type="checkbox"/> Basic Course <input type="checkbox"/> Advanced Course <input checked="" type="checkbox"/> Special Course	
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Sales <input type="checkbox"/> Consulting Sales by Visiting Customers <input type="checkbox"/> Product Sales by Visiting Customers <input type="checkbox"/> Sales via Media	
Outline	<p>Aim: Attendees acquire knowledge of the latest business trends.</p> <p>○Training contents are provided on given themes (e.g., management issues of major industries, latest trends in major industries, topics, IT market trends in a domestic country and abroad, and utilization of IT in business) according to need, and the attendees select a theme to take part in a lecture (or via e-learning) for maintaining or improving their skills at regular intervals or when needed.</p>	
Attendee	<p>Those who should keep up with their business trend knowledge in order to understand business environment of customers relevant to projects as persons responsible for, leaders of, or members of technical teams (those who aim to acquire the knowledge of Sales level 4, 5, 6)</p>	
Precondition	<p>Possess introductory sales knowledge.</p>	
Training Method	<p>Lecture or E-learning</p>	
Duration	<p>Standard term: 0.5 day (classroom) or Standard term: 3 hours (E-learning, 3 hours/day)</p>	
Learning Goal	<p>Can understand customer's management issues and do effective sales activities as a person responsible for a sales team by utilizing knowledge of the latest business trend.</p>	

Skill Items	Knowledge Items
Analysis of Customer Environment	<p>-Industry Knowledge Utilization of Industry Common Applications Knowledge, Utilization of industry Specific Applications Knowledge, Understanding of Industry Business Trends and Technology Trends and Competition Status, Understanding and Utilization of Industry Terms and Relevant Regulations, Understanding and Utilization of Industry Specific Business Environment, Understanding and Utilization of Industry Specific Business Practice, Understanding and Utilization of Industry Specific Business Operations</p> <p>-Industry Competition Status Understanding of Information on Competitors in the Industry</p>
Business Strategy	<p>-Understanding of Customer Business Strategies Understanding of Management Strategy, Understanding of Business Strategy</p> <p>-Investigation and Analysis of Problems and Needs Investigation and Analysis of Current Problems, Understanding of User Needs, Analysis and Prioritization of Needs</p>

Latest Technology Trends (1 course)

- Latest Technology Trends

Content	Course Name	Latest Technology Trends
Training Course Level	<input type="checkbox"/> Introductory Course <input type="checkbox"/> Basic Course <input type="checkbox"/> Advanced Course <input checked="" type="checkbox"/> Special Course	
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Sales <input type="checkbox"/> Consulting Sales by Visiting Customers <input type="checkbox"/> Product Sales by Visiting Customers <input type="checkbox"/> Sales via Media	
Outline	<p>Aim:</p> <p>Attendees learn the latest technology trends surrounding IT services and acquire knowledge of how to apply the latest technology trends to actual business.</p> <ul style="list-style-type: none"> ○The attendees learn sizes and trends of IT markets in domestic and abroad IT markets, present and future IT, next-generation e-business, and its future growth. ○Training contents are provided on given themes according to need, and the attendees select a theme to take part in a lecture for maintaining or improving their skills at regular intervals or when needed. 	
Attendee	<p>Those who should keep up with their different kinds of technology knowledge in order to make proposals of products and services to customers as persons responsible for, leaders of, or members of technical teams (those who aim to acquire the knowledge of Sales level 4, 5, or 6)</p>	
Precondition	<p>Possess fundamental IT knowledge and have experience and results of solution development.</p>	
Training Method	<p>Lecture</p>	
Duration	<p>Standard term: 1 day (classroom)</p>	
Learning Goal	<p>Can perform effective sales activities as a person responsible for a sales team by utilizing knowledge of the latest technology trends</p>	

Skill Items	Knowledge Items
Analysis of Customer Environment	<ul style="list-style-type: none"> -Industry Competition Status Understanding of Information on Competitors in the Industry -IT Environments Understanding and Analysis of Customers' IT Environment
Proposal of IT Solution	<ul style="list-style-type: none"> -Latest Technology Trends Understanding of Latest Hardware Technology Trends, Understanding of Latest Middleware Technology Trends, Understanding of Latest Platform Technology Trends, Understanding of Latest Network Technology Trends, Understanding of Latest Database Technology Trends, Understanding of Latest Security Technology Trends, Understanding of Latest System Management Technology Trends -Latest Application Trends Understanding of Latest Industry Applications Trends, Understanding of Latest Application Package Trends -Solutions Selection Solution Evaluation, Criteria Clarification for Customers' Purchase and Evaluation of Solutions, Selection of Proposal Solutions -Solutions Proposal Preparation for Proposal Contents, Review of Proposed Contents, Solution Design, Proposal Creation, Conformity Assessment, Confirmation of Willingness to Purchase, Definition of Follow-on Activities -Industry Technology Trends Understanding and Utilization of Industry Technology Trends

Community Activities (1 course)

- Community Activities

<div>Course Name</div> <div>Content</div>	Community Activities
Training Course Level	<input type="checkbox"/> Introductory Course <input type="checkbox"/> Basic Course <input type="checkbox"/> Advanced Course <input checked="" type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Sales <input type="checkbox"/> Consulting Sales by Visiting Customers <input type="checkbox"/> Product Sales by Visiting Customers <input type="checkbox"/> Sales via Media
Outline	<p>Aim:</p> <p>Community activities, unlike trainings, give IT professionals opportunities to learn from one other and contribute to development of subordinates. Community activities are all sorts of activities within or outside companies regardless of any types of organizations.</p> <p>Community activities outside companies are activities in academic conferences or various associations (including voluntary ones), and community activities within companies are, for instance, activities by those certified by certification system in their companies. Basically, a community is made up of one job category.</p> <ul style="list-style-type: none"> ○Individuals with high-level skills are considered out of learning through trainings, and they are expected to improve their skills by exchanging information and discussing with other individuals in community activities. ○The individuals contribute to development of subordinates through writing a paper or giving lectures based on their high-level knowledge and skills. Especially in community activities within companies, they lead activities for design, institution, and implementation of personnel system, education system, and training system. They make contribution as IT professionals in business fields to pursuit of human resource development strategies related to business strategies as well.
Attendee	--
Precondition	--
Training Method	--
Duration	--
Learning Goal	--

Sales

Training Course Description

<Specific to Each Specialty Field (Selective Courses)>

Industry Overviews (1 course)

[] is a corresponding specialty field

- Industry Overviews [Consulting Sales by Visiting Customers]

<div>Course Name</div> <div>Content</div>	Industry Overviews
Training Course Level	<input type="checkbox"/> Introductory Course <input checked="" type="checkbox"/> Basic Course <input type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input checked="" type="checkbox"/> Common to Sales <input type="checkbox"/> Consulting Sales by Visiting Customers <input type="checkbox"/> Product Sales by Visiting Customers <input type="checkbox"/> Sales via Media
Outline	<p>Aim:</p> <p>Attendees acquire the following knowledge important for consulting sales by visiting customers: general trends in industries (e.g., finance, manufacturing, distribution, telecommunication, and information media, public sectors) in which the attendees are involved, and business issue trends and IT issue trends in the industries.</p> <p>○The attendees learn fundamental knowledge including business overviews and applications, management issues and trends, and IT environment trends in specific industries.</p>
Attendee	<p>Those who aspire to participate in collection and analysis of customers' basic information, formulation of short-term business strategies, and proposal activities as members of sales teams (those who aim to acquire the knowledge of Sales (specialty field: Consulting Sales by Visiting Customers) level 3)</p>
Precondition	<p>Possess introductory sales knowledge.</p>
Training Method	<p>Lecture or E-learning</p>
Duration	<p>Standard term: 1 day (class room) or Standard term: 6 hours (6 hours/day x 1 day)</p>
Learning Goal	<p>Can collect basic information, which forms the basis at the formulation of short- and mid- term strategies, necessary for external environment analysis as a member of a sales team by utilizing knowledge of industry overviews.</p>

Skill Items	Knowledge Items
Analysis of Customer Environment	<p>-Industry Knowledge Utilization of Industry Common Applications Knowledge, Utilization of industry Specific Applications Knowledge, Understanding of Industry Business Trends and Technology Trends and Competition Status, Understanding and Utilization of Industry Terms and Relevant Regulations, Understanding and Utilization of Industry Specific Business Environment, Understanding and Utilization of Industry Specific Business Practice, Understanding and Utilization of Industry Specific Business Operations</p> <p>-Industry Competition Status Understanding of Information on Competitors in the Industry</p>
Proposal of IT Solution	<p>-Latest Application Trends Understanding of Latest Industry Applications Trends, Understanding of Latest Application Package Trends</p>

Practice of Sales Process (1 course)

[] is a corresponding specialty field

- Practice of Sales Process [Consulting Sales by Visiting Customers]

<div>Course Name</div> <div>Content</div>	Practice of Sales Process
Training Course Level	<input type="checkbox"/> Introductory Course <input checked="" type="checkbox"/> Basic Course <input type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input type="checkbox"/> Common to Sales <input checked="" type="checkbox"/> Consulting Sales by Visiting Customers <input type="checkbox"/> Product Sales by Visiting Customers <input type="checkbox"/> Sales via Media
Outline	<p>Aim:</p> <p>Attendees understand an applied process of sales and marketing activities and acquire knowledge important for effective sales activities.</p> <ul style="list-style-type: none"> ○The attendees learn how to create selling scenarios, implement marketing plans for target segments, build trustful relationships with customers, analyze customers' business environment and strategies, understand customers' needs, propose solutions, support decision-making, analyze obstructs and understand determinants, perform indirect sales through channels, and conclude contracts. The attendees also learn practical knowledge important for actual sales activities over whole sales process such as follow-up activities for customer satisfaction. ○In the first half, the attendees learn a basic sales process in lectures. In the second half, the attendees learn practical knowledge such as keys to success and causes of failure by utilizing business cases as a learning topic in simulated sales activities.
Attendee	<p>Those who aspire to participate in collection and analysis of basic information of customers in markets in which professionals are involved for formulation of business strategies, formulation of short-team business strategies for the markets, proposal activities for the markets, and maintenance of good relationships with customers in the markets as persons responsible for sales teams (those who aim to acquire the knowledge of Sales (Consulting Sales by Visiting Customers) level 3 or 4)</p>
Precondition	<p>Possess introductory knowledge of a sales process.</p>
Training Method	<p>Lecture, Workshop</p>
Duration	<p>Standard term: 3 days (classroom)</p>
Learning Goal	<p>Can perform sales activities for improvement of customer satisfaction as a person responsible for a sales team by utilizing sales process knowledge.</p>

Skill Items	Knowledge Items
Analysis of Customer Environment	<p>-Industry Knowledge Utilization of Industry Common Applications Knowledge, Utilization of industry Specific Applications Knowledge, Understanding of Industry Business Trends and Technology Trends and Competition Status, Understanding and Utilization of Industry Terms and Relevant Regulations, Understanding and Utilization of Industry Specific Business Environment, Understanding and Utilization of Industry Specific Business Practice, Understanding and Utilization of Industry Specific Business Operations</p> <p>-Industry Competition Status Understanding of Information on Competitors in the Industry</p> <p>-Customer Business Contents History of Business Management, Understanding of Customer Business Operations, Understanding of Customer Markets, Understanding of Separate Business Operations, Corporate Governance, Organizational Strategy</p> <p>-Customer Management Policy Understanding of Customers Business Policy, Understanding of Customer IT Strategy</p> <p>-Financial Analysis Utilization of Knowledge for Financial Statements, Analysis and Understanding of Management Indices, Understanding and Utilization of Financial Analysis Techniques, Analysis and Understanding of Financial Situations</p> <p>-IT Environments Understanding and Analysis of Customers' IT Environment</p> <p>-Decision Processes Understanding of Organizational Structure, Understanding of Decision Process, Evaluation Confirmation by Decision-makers</p>
Proposal of IT Solution	<p>-Team Organization Acquisition of Sales Team, Action Plan Arrangement</p> <p>-Utilization of Consulting Techniques Hypothesis Generation, Data Collection, Interview, Session Management, Data Analysis, Verification, Implementation of Communication and Negotiation, Report Creation</p> <p>-Solutions Selection Solution Evaluation, Criteria Clarification for Customers' Purchase and Evaluation of Solutions, Selection of Proposal Solutions</p> <p>-Solutions Proposal Preparation for Proposal Contents, Review of Proposed Contents, Solution Design, Proposal Creation, Conformity Assessment, Confirmation of Willingness to Purchase, Definition of Follow-on Activities</p>

Skill Items	Knowledge Items
Management of Customer Satisfaction	<p>-Customer Satisfaction Management Understanding of Customer Satisfaction Concept, Implementation of Customer Satisfaction Survey, Analysis and Assessment of Survey Results, Formulation and Practice of Customer Satisfaction Improvement Plan in accordance with Assessment Result</p>
Business Strategy	<p>-Understanding of Customer Business Strategies Understanding of Management Strategy, Understanding of Business Strategy</p> <p>-Investigation and Analysis of Problems and Needs Investigation and Analysis of Current Problems, Understanding of User Needs, Analysis and Prioritization of Needs</p> <p>-Analysis of Disincentives Analysis of Disincentives to Business Solutions</p> <p>-Customer's IT Strategies Understanding of Customer's IT Strategy, Understanding of IT Budget Status</p> <p>-Sales Strategies Discovery of Business Opportunities, Clarification of Business Opportunities, Prioritization of Business Opportunities, Strategy Planning of Business Opportunities, Formulation of Action Plan</p> <p>-Sales Channel Support Sales Channel Strategies, Support including Sales Staff Education for Agencies and Privileged Agencies (Partners), Establishment and Maintenance of Relationship with Partners</p>
Development of Customer Relationship	<p>-Understanding of Customer Preference in IT Service Transaction Forms Understanding of Customer's Preference in IT Service Transaction Forms</p>
Communication	<p>-2-Way Communication Dialogue and Interview, Information Transfer, Utilization and Practice of Communication Techniques, Utilization and Practice of Effective Speaking and Listening</p> <p>-Transmission of Information Utilization and Practice of Presentation Techniques, Utilization and Practice of Creation of Official and Non-official Documents, Technical Writing, Media Selection, Utilization and Practice of Persuasion Techniques</p> <p>-Organization, Analysis and Retrieval of Information Development and Practice of Status Response Capabilities to Understand Situations, Utilization and Practice of Capabilities to Understand Situations, Utilization and Practice of Meeting Management Techniques</p>

Specific Products and Solutions (1 course)

[] is a corresponding specialty field

- Specific Products and Solutions [Product Sales by Visiting Customers]

Content \ Course Name	Specific Products and Solutions
Training Course Level	<input type="checkbox"/> Introductory Course <input checked="" type="checkbox"/> Basic Course <input type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input type="checkbox"/> Common to Sales <input type="checkbox"/> Consulting Sales by Visiting Customers <input checked="" type="checkbox"/> Product Sales by Visiting Customers <input type="checkbox"/> Sales via Media
Outline	<p>Aim:</p> <p>Attendees acquire knowledge of specific products and solutions.</p> <ul style="list-style-type: none"> ○The attendees learn specific products and solutions in hardware, software, databases, applications, networks, the Internet, and security, in both of which the attendees are involved.
Attendee	Those who aspire to participate in formulation of short-term business strategies for the markets in which professionals are involved and proposal activities for the markets as members of sales teams (those who aim to acquire the knowledge of Sales level (Product Sales by Visiting Customers) 3)
Precondition	Possess introductory sales knowledge.
Training Method	Lecture, Workshop
Duration	Standard term: 2 days (classroom)
Learning Goal	Can make a proposal on an IT solution that satisfies customer's needs as a member of a sales team by utilizing knowledge of specific products and solutions.

Skill Items	Knowledge Items
Analysis of Customer Environment	<p>-Industry Knowledge Utilization of Industry Common Applications Knowledge, Utilization of industry Specific Applications Knowledge, Understanding of Industry Business Trends and Technology Trends and Competition Status, Understanding and Utilization of Industry Terms and Relevant Regulations, Understanding and Utilization of Industry Specific Business Environment, Understanding and Utilization of Industry Specific Business Practice, Understanding and Utilization of Industry Specific Business Operations</p> <p>-IT Environments Understanding and Analysis of Customers' IT Environment</p>
Proposal of IT Solution	<p>-Latest Technology Trends Understanding of Latest Hardware Technology Trends, Understanding of Latest Middleware Technology Trends, Understanding of Latest Platform Technology Trends, Understanding of Latest Network Technology Trends, Understanding of Latest Database Technology Trends, Understanding of Latest Security Technology Trends, Understanding of Latest System Management Technology Trends</p> <p>-Latest Application Trends Understanding of Latest Industry Applications Trends, Understanding of Latest Application Package Trends</p> <p>-Competitive Products Information Understanding of Information on Competitors in the Industry, Understanding of New Entrants</p> <p>-Industry Technology Trends Understanding and Utilization of Industry Technology Trends</p>
Specific Products, Service Technology	<p>-Solutions Selection Solution Evaluation, Criteria Clarification for Customers' Purchase and Evaluation of Solutions, Selection of Proposal Solutions</p> <p>-Demonstration Creation of Demonstration Scenario for Specific Products or Services, Demonstration for Specific Products or Services, Introduction of Case Examples</p> <p>-Product Service Technologies Description of Service Technology for Specific Products</p>

Utilization of Sales Media (1 course)

[] is a corresponding specialty field

- Utilization of Sales Media [Sales via Media]

<div>Course Name</div> <div>Content</div>	Utilization of Sales Media
Training Course Level	<input type="checkbox"/> Introductory Course <input checked="" type="checkbox"/> Basic Course <input type="checkbox"/> Advanced Course <input type="checkbox"/> Special Course
Training Area (Common or Specialty Field)	<input type="checkbox"/> Common to Sales <input type="checkbox"/> Consulting Sales by Visiting Customers <input type="checkbox"/> Product Sales by Visiting Customers <input checked="" type="checkbox"/> Sales via Media
Outline	<p>Aim:</p> <p>Attendees acquire fundamental knowledge of sales via media.</p> <p>○The attendees learn marketing with the use of media, functions and a process of sales via media, functions and utilization of product buying history databases for customers, bases and utilization of tools, information retrieval, contact with customers, and business opportunities.</p>
Attendee	Those who aspire to complete formulation of short-term strategies for markets in which professionals are involved and to process a series of standard paperwork for the markets as members of sales teams (those who aim to acquire the knowledge of Sales (specialty field: Sales via Media) level 3)
Precondition	Possess introductory sales knowledge.
Training Method	Lecture, Workshop
Duration	Standard term: 2 days (classroom)
Learning Goal	Can perform sales activities for improvement of customer satisfaction as a member of a sales team by utilizing sales media knowledge.

Skill Items	Knowledge Items
Management of Customer Satisfaction	-Customer Satisfaction Management Understanding of Customer Satisfaction Concept, Implementation of Customer Satisfaction Survey, Analysis and Assessment of Survey Results, Formulation and Practice of Customer Satisfaction Improvement Plan in accordance with Assessment Results
Sales Office Work Management	-Legal Affairs for Sales Understanding of Contract Relevant Laws and Regulations, Understanding of Accounts Payable and Accounts Receivable Relevant Laws and Regulations, Understanding and Compliance with the following (Documents and Laws and Regulations, Intellectual Property Right, Credit Research, Mail Order Law, Personal Information Protection Law, Patent Law, Copyright Law, etc.
Business Strategy	-Investigation and Analysis of Problems and Needs Investigation and Analysis of Current Problems, Understanding of User Needs, Analysis and Prioritization of Needs -Analysis of Disincentives Analysis of Disincentives to Business Solutions -Sales Strategies Discovery of Business Opportunities, Clarification of Business Opportunities, Prioritization of Business Opportunities, Strategy Planning of Business Opportunities, Formulation of Action Plan
Utilization of Sales Media	-Sales Media Utilization and Practice of Customer Databases, Utilization and Practice of CRM Tools, Utilization and Practice of Telemarketing, Utilization and Practice of E-mails for Sale -Campaign Management Utilization and Practice of Campaign Management
Communication	-2-Way Communication Dialogue and Interview, Information Transfer, Utilization and Practice of Communication Techniques, Utilization and Practice of Effective Speaking and Listening