



# Diploma in Inside Sales (Digital Sales)

20 weeks online part-time programme  
NFQ Level 8 (30 ECTS)

This predominantly online 20 weeks programme has been designed in partnership with the Global Inside Sales industry with the aim of developing the core knowledge, skills and competencies of the Inside Sales talent pool in Ireland based on internationally recognised best practice. With disruption by technology and the impact this has on all aspects of our lives, it is important that we equip our Inside Sales people with the knowledge and understanding of how these technologies will support their job roles.

Ireland is well placed to support these changes and this programme will assist organisations to remain competitive as all industries undergo service transformation.

This online Diploma in Inside Sales (Digital Sales) will equip you with the knowledge, skill set and cutting-edge toolsets to operate in functional team settings in Inside Sales environments.

## Benefits

### Organisational Benefits

- Retain and develop your existing talent.
- Create a clear career path for those in your Inside Sales function.
- Enhance customer experience and employee satisfaction by achieving greater sales.
- Acquire benefits in core Inside Sales knowledge from the free membership of the AA-ISP.
- Join the growing community here in Ireland of Global Inside Sales Organisations and benefit from the networking opportunities afforded therein.

### Student Benefits

- Equip yourself with the knowledge, skill set and cutting-edge toolsets to operate in functional team settings in Inside Sales environments.
- **Obtain accreditation** from TU Dublin with a Level 8 (30 ECTS credit) **Diploma in Inside Sales**
- Enhance impact and accelerate performance through new working methods, frameworks and tools.
- Get a free one-year membership of the AA-ISP (American Association of Inside Sales Professionals).

Developed in collaboration with



## About the program

This is the first time an Inside Sales programme has been accredited through the unique collaboration of an Irish University, TU Dublin and the AA-ISP (American Association of Inside Sales Professionals).

The course is delivered primarily online as a joint venture between TU Dublin and the AA-ISP (American Association of Inside Sales Professionals) with financial support from Technology Ireland ICT Skillnet. The transformation of inside sales continues to grow apace and it is now the dominant sales model for reps in B2B, tech, SaaS, and a variety of B2C settings selling high value items. It routinely involves high touch transactions using advanced digital modalities.

**Module 1:**  
Interpersonal and  
Intrapersonal  
Skills

**Module 2:**  
Core Sales  
Skills

**Module 3:**  
Online Module  
Content – AA- ISP  
CISP Programme

**Module 4:**  
Application  
Capstone  
Project

## Entry Requirements

The entry requirement will be a 3rd level qualification from a recognised Higher Education Institute.

OR

Leaving Cert/QQI/PLC/FETAC Level 5 entry routes will also be available with 1-2 years of relevant work experience.

Non-native speakers are required to have IELTS of 6.5 (with no component less than 6.00) or equivalent.

## Fees

Part-funded fees are available to eligible\* applicants, please see [HERE](#) for fee details.

\*Applicants must be working in a private or commercial semi-state organisation registered in the Republic of Ireland (Business, Consultant, Freelancer) to avail of the grant-aided fees. As a government-funded training network, we can only support those meeting these criteria.

## Contact

For further information or to apply:

**Email:** [info@ictskillnet.ie](mailto:info@ictskillnet.ie)

**Visit our website:** [www.ictskillnet.ie](http://www.ictskillnet.ie)

Within the US, inside sales have grown 15 times faster than outside sales.

Source: Forbes



Inside Sales is the dominant sales model for reps in B2B, technology, SaaS and a variety of B2C Industries involving high touch transactions.

Source: Salesforce

Technology Ireland ICT Skillnet is co-funded by Skillnet Ireland and network companies. Skillnet Ireland is funded from the National Training Fund through the Department of Further and Higher Education, Research, Innovation and Science.



An Roinn Breisoideachais agus Ardoideachais,  
Taighde, Nuálaíochta agus Eolaíochta  
Department of Further and Higher Education,  
Research, Innovation and Science



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