



lyit

Institiúid Teicneolaíochta  
Leitir Ceannainn  
Letterkenny Institute  
of Technology

# Certificate in Customer Centric Selling for Tourism

Springboard+ is co-funded by  
the Government of Ireland  
and the European Union.



Co-fundóir le 20 an  
Aontas Eorpach  
Co-fundóir le  
Eagraíocht na hEoraíoch



Rialtas na hÉireann  
Government of Ireland

HEA | HIGHER EDUCATION AUTHORITY  
AN tAICHTS NA h-ÉIREANN

FUTURE JOBS  
IRELAND  
Preparing Ireland for Tomorrow's Economy



**Level 7 – (30 Credits)**

# PROGRAMME OVERVIEW

Is customer care and selling areas which are of interest to you? If they are, you probably already have derived that through careful design, meticulous attention to service processes and identifying a way to gauge customer sentiment in order to grow a business, an organisation must play to their strengths and continue to identify opportunities for improving the guest experience.

Adapting a customer-centric sales approach is not an easy task, especially for companies who have already established their own type of sales culture. Until now, most of the business entities from various industries were using product-centric sales strategy, in order to set their focus on increasing sales and revenues. But upon analysis, the tourism industry has always been more people-centred than any other business sector.

With the arrival of customer-centric sales, the tourism industry has no other choice but to adopt this new trend immediately. This is key for each separate business entity in the sector, for them to maintain their competitive advantage and continue their steady development.

The core theme of this programme is customer centricity, which will bring the learner through a journey of putting the customer at the heart of everything that is being done within an organisation. In addition, learners on this programme will be introduced to concepts such as effective sales processes, developing customer personas, an introduction to online selling tools within the sector, Net Promoter Score, developing loyal customers etc.

## KEY FEATURES

- > Level 7 programme.
- > Flexible delivery, 100% online with weekly live and recorded lectures.
- > Designed in collaboration with industry.
- > Applied learning focused on contemporary issues.
- > Focused on development of skills and competencies in the specific area of customer centric selling within the tourism sector.
- > Includes work-based learning project.
- > Personal and supportive approach to teaching and learning.

## APPLICATION FORM

Applications can be made via the Springboard website [www.springboardcourses.ie](http://www.springboardcourses.ie) All applicants are required to provide a copy of their C.V., a copy of their highest education qualification certificate and documentary evidence of their eligibility for Springboard including residency (i.e. that they have been ordinarily resident in Ireland or the state EEA/EU/UK/Switzerland for 3 out of the last 5 years). Eligibility criteria for Springboard is available on the Springboard website at <https://springboardcourses.ie/eligibility>.

## COURSE FEE

Springboard will cover 90% of the course fees for students who are currently in employment and 100% of the fees for students who are currently unemployed. The student contribution of 10% is €220.

# COURSE STRUCTURE, DURATION & DELIVERY

This is a part-time programme, delivered in distance mode (online). The course will take place one evening per week, with approximately 3 hours of live class. Classes will run in 8-week blocks per module. Induction for this programme will take place on week commencing 6 September. The following schedule is indicative and subject to final confirmation.

Week		1	2	3	4	5	6	7	8
Module	Week Commencing								
<b>Customer Centricity in Tourism Enterprises (10 credits – Mandatory)</b>	Induction 06/09/21	20/09/21	27/09/21	04/10/21	11/10/21	18/10/21	01/11/21	08/11/21	15/11/21
<b>Sales in a Digital Environment (10 credits - Mandatory)</b>		24/01/22	21/01/22	07/02/22	14/02/22	21/02/22	28/02/22	07/03/22	14/03/22
<b>Work Based Learning (10 credits - Mandatory)</b>		21/03/22	28/03/22	04/04/22	11/04/22	25/04/22	02/05/22	09/05/22	16/05/22

\*Timetables will be issued early to mid-September from the Department of Tourism.

## DELIVERY MODE

Distance mode is a way of educating students online with a view to maximising flexibility and to facilitate learning through various channels in a variety of locations; work, home, travelling/commuting, public spaces or even a coffee shop. The expected contact hours per week are approximately 6.

The online delivery of this programme is designed to support a highly flexible approach where individuals can pick up their learning on an omni location/channel basis, as they move through their daily cycle, between work and home.

## IS THERE A DEMAND FOR GRADUATES WITH THESE SKILLS?

- ✓ According to the Tourism Recovery Plan 2020-2023, prepared by the tourism recovery taskforce, the impact of Covid-19 on tourism has been existential, devastating employment, businesses and livelihoods across the sector. Tourism employs 260,000 people across Ireland and up to 180,000 of these jobs are either vulnerable or already lost. In 2019, the sector generated over €9 billion for the economy from international tourism and related carrier receipts together with domestic tourism.
- ✓ Tourism's contribution is not confined to directly generated employment, economic activity and exports. The sector has an important multiplier effect on other employment sectors such as agriculture, transport, food and beverage and retail, and is particularly important to regional economies. It has a proven track record in delivering strong recovery following previous global economic shocks, creating the largest number of jobs post the 2009/2010 recession.

# ENTRY REQUIREMENTS

The minimum entry requirements for the Certificate in Customer Centric Selling is 5 O6/H7 in the Leaving Certificate, to include Mathematics (F2/06/H7) and either Irish or English (O6/H7), OR QQI FET Level 5, OR equivalent qualification.

Candidates who do not meet the above entry requirements may be admitted to the programme on the grounds of mature years (over 23 by 1st January in the proposed year of entry). RPL will be considered in accordance with the Quality Assurance of LYIT.



## FURTHER INFORMATION

### Course Queries

**Donna Mulligan**

Faculty of Business

Email: [donna.mulligan@lyit.ie](mailto:donna.mulligan@lyit.ie)

Phone: (0)74 9186613/9186600

### Application Queries

Springboard Office,  
Letterkenny Institute of Technology,

Email: [springboard@lyit.ie](mailto:springboard@lyit.ie)