



The Institute of Sales & Marketing Management

**Continual Professional  
Development (CPD) Programme**



# Continual Professional Development (CPD)

## ■ What is CPD?

To progress in your sales and marketing career it is important to continually push yourself to learn more and keep your knowledge up to date. The CPD programme is there to support you by providing a framework and benchmarks to help you set yourself targets, monitor your progress, demonstrate your commitment and plan your learning.

## ■ How does it work?

The ISMM has developed a points system for a range of learning events, for example 3 points for reading a sales or marketing book, 10 points for attending a one day seminar etc and guidelines for the amount of CPD that you should be undertaking each year.

As you complete each of these learning events you should record it on your CPD diary and when you renew your membership you should return your diary for your points to be recorded on your membership record and printed on your membership card.

There is no CPD requirement for ISMM membership.

## ■ CPD is not a qualification

The purpose of CPD is to support and encourage your continued learning rather than an objective measure of your ability or knowledge. Therefore the points you claim are largely based on trust that you accurately record the learning you have undertaken. However, to maintain the integrity of the CPD programme ISMM reserves the right to require evidence in some circumstances, therefore where possible you should retain evidence for the CPD points you claim.

## ■ CPD points

Each event must be broadly related to sales or marketing and is worth the following CPD points:

Reading a sales and/or marketing book	3 points
Attending a seminar, webinar or workshop	10 points per day, 5 points for half day or less
Attending a formal training programme	10 points per day
Engaging in an e-learning programme	10 points per day
Attending an endorsed course*	15 points per day
Reading Winning Edge or similar magazine	2 points per issue
Reading Web guide	1 point per guide
Viewing a video on SellingSuccess.tv or similar	1 point
Attending Successful Selling	15 points
Delivering a course or talk	1 point per hour

\*An endorsed course is specifically quality approved by ISMM.

As a guide we would expect the following:

0 – 20 points	insufficient CPD to ensure that your skills and knowledge are maintained.
20 – 40 points	basic CPD to maintain your existing skills and knowledge
40 – 60 points	a good standard of CPD to maintain your knowledge and generally keep up with the most significant new developments
60+ points	a strong commitment to your own development, you will be maintaining your skills and knowledge, while keeping up to date with all major developments.

Good luck with your continued development.