

Introduction to:



ISMIM

The Institute of Sales & Marketing Management

By Chris Wells, Education Administration Assistant

The Institute of Sales & Marketing Management

Welcome to the ISMM. We represent the interests of the sales profession and provide practical support to sales people and organisations.

All our qualifications are approved by the UK government's regulatory body for education, Ofqual. We also offer a range of practical benefits to help members achieve their goals in sales.

We are committed to increasing the professionalism and ethical standards of the sales profession.



ISMM
The Institute of Sales & Marketing Management

Membership

Our members are drawn from every sector of industry and commerce, from those just embarking on a sales career, through to senior and experienced sales managers and directors. They share a commitment to upholding standards of professionalism and integrity that are the hallmarks of sales success.

Membership is open to those from any business discipline who are responsible for selling, marketing or promoting their product or service in any way. Also those who are involved in retaining customers and winning new accounts.

Here's a few of the main features of our membership:

You get professional recognition:

Membership with us gives you the professional recognition you deserve. It demonstrates your commitment to a career in sales and identifies you as a business person who can be relied upon to adhere to the very highest standards of professionalism.

A free magazine every 2 months:

Winning edge is the UK's leading publication for salespeople.

Training, networking and development opportunities:

Giving you the opportunity to enhance your skills, our events attract salespeople from a wide variety of industry sectors.



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Winning Edge Magazine

Winning Edge is the official magazine of the Institute of Sales & Marketing Management.

Published six times a year, Winning Edge is distributed to all members as one of the benefits of membership.

Every issue of this high-quality, full-colour magazine is packed with informative and entertaining articles which provide a wealth of practical advice and new ideas to help hone sales skills, increase motivation and keep readers abreast of the latest developments in the fast-moving world of selling.

As such, it is an invaluable route to carefully targeted and highly influential decision-makers. In addition to display advertising throughout each issue, Winning Edge also carries Key Appointments – an effective way to recruit top sales staff.



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Some of our corporate members



Denplan

Member of the Global  Group



Mercedes-Benz



The Daily Telegraph
The Sunday Telegraph



Education

The education department offers endorsement of courses and regulated qualifications. We offer a total of 19 qualifications from level 1 Award which is the level of GCSE (grades D-G), all the way to level 6 Executive Diploma which is the same level (but not size) as a Masters degree.

ISMM endorsement is the badge of recognition for high quality sales training programmes. Displaying the ISMM logo on your training materials tells your customers that you adhere to professional standards, providing evidence that your sales training programmes are well designed and delivered to a consistently high standard.



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Events

Business Success Seminars: Allows you to develop your potential and improve your performance. The seminars are packed full of thought-provoking ideas and practical insights for maximising sales and winning new business.

Successful Selling: Is unlike any sales conference you've ever experienced. It's an exciting blend of the latest sales techniques and ideas that will inspire you to new heights of success. All delegates will benefit from six keynote speakers PLUS a choice of workshops – all leading experts who will help you stand out from the competition and make you even more of a valuable asset to your organisation.

The British Excellence in Sales & Marketing Awards (BESMA): Represents the UK's highest level of recognition for outstanding sales achievement. BESMA is the 'Oscars' for sales managers, sales people and marketing teams. Nominations for awards are open to individuals and companies of all sizes and industry sectors.

Executive Forums: Are designed to allow business leaders to meet with experts to identify and discuss the key issues of the day. Sharing ideas, best practices and experiences gives Delegates new insights and practical solutions.

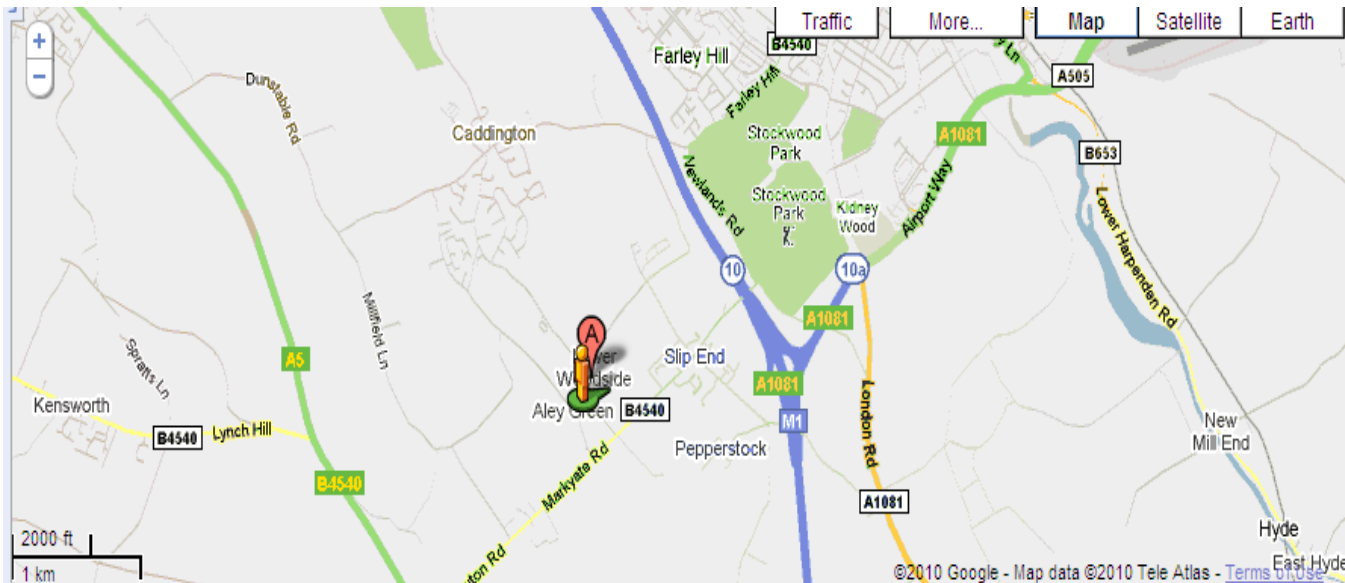


ISMM
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Our premises in

Harrier Court
Lower Woodside
Bedfordshire
LU1 4DQ



Easy access from

The M1 (J9 or 10)
and the A5

Contact Us

For further information contact us at:

The Institute of Sales & Marketing Management
Harrier Court
Lower Woodside
Bedfordshire
LU1 4DQ

Telephone: 01582 840001

Telephone Education: 01582 843260

Email Commercial: sales@ismm.co.uk

Email Education: education@ismm.co.uk

Website: www.ismm.co.uk



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