

Increase your sales performance



ISMM
The Institute of Sales & Marketing Management

JOIN THE ISMM today and you will be demonstrating your commitment to professional sales as well as accessing a wide range of benefits to help you improve your sales performance

WHAT IS THE ISMM?

The Institute of Sales and Marketing Management (ISMM) has been representing the interests of the sales profession and providing members with practical support since 1911. Over the last 100 years we have seen sales grow into a profession as more is understood about selling and the sales process.



It is vital that all sales people keep their skills and knowledge up to date, which is why the ISMM offers members a wide range of opportunities for development.

The ISMM is also a government-approved awarding organisation with a range of sales qualifications that are internationally recognised and available from colleges, employers and other training organisations across the UK.

WHO SHOULD JOIN THE ISMM?

ISMM membership is open to anyone from any business sector whose job involves winning new business, retaining existing customers and managing customer relationships. Typical ISMM members include:

Sales Directors
Sales Managers
Company Directors
Account Managers
Sales Consultants
Sales Executives
Business Development Managers

Sales Trainers
Telesales Personnel
Customer Service Staff
Sales support Personnel
National Sales Managers
Key Account Managers

3 easy ways to join...

- 1 Complete the form overleaf
- 2 Call Susan Challenger on 01582 840001
- 3 Join online at www.ismm.co.uk

WHAT'S IN IT FOR YOU...

NATIONAL RECOGNITION OF YOUR STATUS AS A SALES PROFESSIONAL

- Use of designatory letters and ISMM logo
- Support the ISMM work in promoting and representing the profession



IMPROVE AND GAIN RECOGNITION FOR YOUR SALES SKILLS

- **Training, networking and development opportunities** – enhance your sales skills at our events, learning from world class speakers and networking with other professionals.
- **Professional qualifications** – enhance your CV and sales credentials. The ISMM is a government-approved awarding body for sales qualifications.
- **Continuing Professional Development (CPD)** – you can further enhance your training and career development with our optional CPD programme.
- **Successful Selling** – you will get membership discount on Successful Selling, the largest sales convention in the UK.
- **Win national recognition** – the British Excellence in Sales & Marketing Awards (BESMA) is the 'Oscars' of the sales and marketing sector.
- **Network with fellow sales professionals** – your Regional Groups give an excellent social and professional environment.

ADVICE AND SUPPORT

- **LinkedIn** – join the ISMM LinkedIn group to exchange ideas, best practice and even leads with fellow members.
- **Professional advice** – you will have access to a network of sales experts, to help you with day to day selling queries.
- **Legal advice 'on demand'** – whether of a business or personal nature the service is available 24/7, 365 days a year to give support to you when you need it the most.

NEWS AND INFORMATION

- **Winning Edge magazine** – keep yourself up to date with industry news, commentary and advice to aid commercial performance
- **Research and reports** – gain a deeper understanding of your professional environment with access to sales reports and research.
- **sellingsuccess.tv** – you can enjoy free online videos, as well as ISMM news to keep you up to date with industry news and events

MEMBERS' DISCOUNTS

- **Save money** – enjoy substantial discounts for members across a wide range of products.
- **Spread the word and earn some money** – recoup the cost of your membership by recommending others – £25 for each new member.



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Application form



Mr/Mrs/Ms First name(s)

Surname Date of birth

Home address

Number of years in sales Tel E-mail

A Direct debit **Annual fee £98.00** or quarterly **£27.00** ~~+ £23.50 registration fee~~

Instruction to your Bank or Building Society to pay by Direct Debit

Name(s) of Account Holder(s)

Bank/Building Society account number

Branch Sort Code

Name and full postal address of your Bank or Building Society

Originator's Identification No. Ref No.

DIRECT Debit

Instruction to Bank or Building Society
Please pay the Institute of Sales & Marketing Management Direct Debits from the account detailed in this instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this Instruction may remain with the Institute of Sales & Marketing Management and, if so, details will be passed electronically to my Bank/Building Society.

Signature(s)

Date

B Credit card **Annual fee £108.00** ~~+ £23.50 registration fee~~

Please charge my Visa Mastercard Delta Eurocard Switch Card

Card no:

Card expiry date: / Switch issue no: Security code no:

I authorise the ISMM to debit my card account with the amount applicable on an annual basis until further notice and understand that I will be notified in writing should the amount or payment date be changed.

Cardholder's name (please print): Cardholder's signature:

C Cheque **Annual fee £108.00** ~~+ £23.50 registration fee~~

I wish to pay by cheque. Please make cheque payable to 'ISMM' and post with this completed form to:
Freeport RLSG-UBAR-RUAX, ISMM, Harrier Court, Woodside Road, Lower Woodside, Beds LU1 4DQ

“ As an 'up and comin' executive, aspiring to directorship status, being a member of the ISMM has given me professional support and certainly added kudos to my job.

IAN STEPHENSON FINSTSM

“ I would just like to say how delighted I am that I was awarded a Fellowship, I must say it gave me quite a buzz. I can assure you it will be put to good use and give me the platform for sales training that I lacked before.

PETER C SMITH FINSTSM

“ Thank you for another excellent event. The seminars, magazine and the other support I have received has had a significant measurable impact on my sales results and it also feels easier to sell.

MARTYN RICHARDSON
MINSTSM

“ I've been a member of the ISMM for nearly 40 years and would recommend anyone who is considering and planning a career in professional selling to join this excellent organisation. The investment I made in the reasonable fees have been repaid over and over. REG EVERETT FINSTSM

“ I have attended a number of seminars and can recommend them. There are always good things to pick up and learn. Very often they have motivational speakers and we all need some of that from time to time!

SIMON HUGHES FINSTSM