



Education Update

July 2010

QCF qualifications update

Level 2 and 3 units have now been assigned credit and we are combining units into qualifications. Level 1 and 4 units are being reviewed for the second time, and level 5 units are on their first review. If you would like to see the drafts and send us your views please email us at education@ismm.co.uk.

Funding for existing ISMM qualifications

We have submitted a challenge to the Skills Funding Agency in order to maintain funding for our NQF qualifications and our challenge is currently under consideration. We expect a decision by the end of July and will let you know as soon as we hear from them. We are optimistic that they will agree with us, as there are no Sales QCF replacement qualifications for providers to offer yet.

ISMM QCF Sales qualifications

Be amongst the first to see the new QCF Sales qualifications. We will be unveiling the new qualifications at the Education Sales Conference on the 21st of October. You will also be able to find out about the assessment and support materials for the qualifications. A flyer with the details has been emailed if anyone has not received it and would like to please email cwells@ismm.co.uk

Many of you have already taken advantage of the Early Bird booking fee and we look forward to meeting you there.

Sales tip of the month

Sales Expert Shaz Quereshi says that the most important skills we should constantly check in ourselves and refresh our knowledge of are our Behavioural Skills.

“A recent study from UCLA found that non-verbal communication now accounts for a staggering 93% of all communication. In Sales this means that whilst getting through the door and having the right proposition remain key components, the real difference in winning business is how we use our presenting, listening, influencing, negotiating and motivating skills as well as the ability to read and use body language to positive effect. Nearly all psychometric testing used for recruiting and developing sales people is still based around their ability to read situations and then display an attitude and cultural fit that works for their employers and customers.”

For more details on what Shaz says visit the Behavioural Skills page at www.salestrainingonline.com

Sales sector support

For almost a year, the Sales sector has been without a Standards Setting Body (SSB), but recently the Council for Administration (CfA) has been appointed to look after the Sales sector. Their role will include updating Sales National Occupational Standards, the Sales Sector Qualification Strategy and the Sales Action Plan. Their website is at <http://www.cfa.uk.com>

For more information please contact the ISMM on +44 (0)1582 843260