



Endorsement

ISMM endorsement – what is it?

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 and provides evidence that your sales training programmes are well designed and delivered to consistent standards.

ISMM endorsement – what it does

- Benchmarks your training programmes against the highest quality sales training programmes
- Maps your sales course against the National Occupation Standards for Sales
- Provides evidence, supported by the ISMM's quality assurance system, that your training programmes are well designed and are delivered to consistent standards
- Says that your training programmes have been benchmarked against industry standards and are written to meet key business needs in the real world
- Confirms that your training programmes promote professionalism and excellence within the sales force
- Enables employers to identify high quality training courses
- Gives confidence to your customers that they are dealing with a professional and ethical provider.

The benefits of endorsement

ISMM Endorsement is an acknowledgement that your training programmes are well designed and are delivered to consistent standards over time, by different trainers, and at all your various sites.

Use of the ISMM logo

You will be entitled to use the "Endorsed by ISMM" logo on:

- materials that promote or support your training programmes – as a badge of quality to attract and reassure customers
- other materials, including web pages, associated with your ISMM endorsed programmes.



Quality assurance

Because your programmes are measured against our criteria, endorsement provides evidence that they:

- are quality assured by the ISMM
- are relevant to the needs of delegates and their employers
- consistently deliver their stated aims and objectives
- are kept under constant review
- encourage a culture of learning and rejection.



Commercial advantage

ISMM endorsement:

- is a 'must have' product that provides a competitive edge over rivals to win new business
- is used by employers as a benchmark for the highest-quality training programmes
- provides evidence of high quality training and professionalism
- adds value and prestige to your training programmes
- is a way of encouraging employees within an organisation to undertake training, as ISMM-endorsed training is seen as more valuable.

Certification

We will supply you with high quality certificates with the ISMM endorsed logo and hologram onto which we will print your name, logo, course and delegate details.

ISMM membership

Delegates completing a programme successfully are eligible to apply for membership of the ISMM at a reduced rate.

ISMM endorsement – how it works

Evaluating course content

We will evaluate the content of your programme against our endorsement criteria. If your programme meets the criteria, we will endorse it.

We will offer advice and guidance on any gaps identified in content or delivery, which will help you to further enhance your programme.

Evaluating training delivery

We will look for evidence of professional standards of delivery, the use of appropriately qualified trainers, suitable venue and resources and delegate feedback monitoring.

How do I apply for endorsement?

The first thing to do is contact the ISMM Education Team. They'll talk you through the process. See the end of this leaflet for our contact details.

After that, we will need to approve you as an ISMM Endorsed Organisation before you can deliver an ISMM-endorsed programme.

At the same time we will endorse your training programme, by evaluating:

- the objectives of your programme
- how you are planning to deliver the training and support your delegates
- the content of your programme
- how closely your programme matches the National Occupational Standards for Sales.

You will then be able to use the ISMM logo on your marketing and training materials, and will have benchmarked your training against the best in the business.

Contact us

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“Significantly, the ISMM endorsement means my students are confident that the sales skills and knowledge they develop gives them a level of expertise that is recognised, accepted and welcomed by major employers. These skills will enable them to make a significant contribution and impact and launch them on successful sales careers.” – TREVOR JONES, STANDOUT AND LEAD.