

ISMM Endorsed Training Providers



Provider	BPMA (British Promotional Merchandise Association)
Course	BPMA Academy – Certificate in Promotional Merchandise
Aims/Objectives of the course	An online distance learning course aimed at the promotional merchandise industry. To maintain the industry's supply and demand for staff to have a sound knowledge and understanding of the industry.
Target audience for the course	The small business owner New employees to the industry or those wishing to work in the industry Those who work in the industry that require a refresher course
Website URL	www.bpmg.co.uk
Email address	enquiries@bpma.co.uk
Phone number	020 7689 5555

Provider	AKG Training Services
Course	A New Target is Always in Your Favour
Aims/Objectives of the course	To retain clients and improve business growth To maximize sales opportunities To improve market share and improve profit
Target audience for the course	New Business and SME Businesses Sales Managers and Team Leaders National/Regional Sales Teams Account Managers/Business Development Managers
Website URL	www.akgtraining.com
Email address	alan@akgtraining.com
Phone number	01566 779680 or 07530 806218

Provider	Celsius
Course	Diploma of Professional Sales
Aims/Objectives of the course	This is a 3 module programme over 8 days. An introduction to professional sales, solution sales and key account development, and negotiation skills. This is an intensive yet fun and practical course working through all the basics of sales to account development, solution sales and negotiation skills.
Target audience for the course	Targeted at those people who want to or who are embarking on their sales career. The course is also particularly useful for seasoned sales professionals who would like to recap previous learning and iron out bad habits.
Website URL	www.celsiusrecruitment.co.uk
Email address	info@celsiusrecruitment.co.uk
Phone number	0161 905 8315

Provider	Renault Nissan Consulting
Course	Sales Manager Training
Aims/Objectives of the course	To provide a thorough understanding of sales manager tools and skills that can be applied in management situations with sales team members. To equip the sales manager to produce the most effective result from their team by focusing on team activity planning, management styles, team behaviours, coaching & motivation.
Target audience for the programme	Any sales manager with a team to manage
Website URL	www.rnconsulting.co.uk
Email address	info@RNConsulting.co.uk
Phone number	+ 44 (0)1895 821 541/543

Provider	Renault Nissan Consulting
Course	Account Manager Training
Aims/Objectives of the course	To provide a thorough understanding of account manager tools and skills that can be applied in selling situations with major and other significant sales accounts. To equip the account manager to produce the most effective result from their accounts by focusing on activity planning, account management methods, relationship / rapport building, selling and communication skills.
Target audience for the course	Any account manager with accounts / customers to manage
Website URL	www.rnconsulting.co.uk
Email address	kevin.wiltshire@rnconsulting.co.uk
Phone number	01895 821543 or 07709 461004

Provider	Renault Nissan Consulting
Course	Selling Skills For Field Sales Teams
Aims/Objectives of the course	To provide a thorough understanding of selling and customer management tools and skills that can be applied in any field-based selling situation, irrespective of industry. To equip the salesperson to produce the most effective result from their customers by focusing on effective selling skills, activity planning, relationship / rapport building and communication skills.
Target audience for the course	Any field-based salesperson
Website URL	www.rnconsulting.co.uk
Email address	kevin.wiltshire@rnconsulting.co.uk
Phone number	01895 821543 or 07709 461004

Provider	Vivvid Limited
Course	Sales Academy
Aims/Objectives of the course	The Sales Academy is designed to equip associates with skills, knowledge and behavioral awareness that will enable them to be more effective.
Target audience for the course	Since the Academy is modular, it is appropriate at all levels from Account Executive through to Sales Director. The content and messages are consistent, but there is greater emphasis on certain areas according to level and individual needs.
Website URL	www.vivvid.co.uk
Email address	kevin@vivvid.co.uk
Phone number	01785 284081

Provider	Vigour Training & Development Limited
Course	Account Management Excellence Award
Aims/Objectives of the course	Considering the differences, similarities and practice in a professional sales structure when visiting new customers / winning new business. Introducing and enhancing the negotiation skills and knowledge required to be successful within the B2B/B2C marketplace. Introducing and enhancing the sales skills and knowledge required to be successful within the B2B/B2C marketplace.
Target audience for the course	Anyone in a field-based B2B or B2C sales environment would benefit.
Website URL	www.vigourtraining.com
Email address	enquiries@vigourtraining.com
Phone number	01636 611127 or 0121 7338881

Provider	SOCA Management Consultants Limited
Course	www.salestrainingonline.com
Aims/Objectives of the course	To provide quality sales training to people on their desktops anywhere in the world.
Target audience for the course	Anyone who wants to understand how selling works.
Website URL	www.salestrainingonline.com
Email address	info@salestrainingonline.com
Phone number	+44 (0)1923 842200

Provider	Synapse Learning LLP
Course	Excellence In Selling
Aims/Objectives of the course	The course provides a grounding in fundamental skills across the whole sales cycles, applying them within the context of an initial call to a customer to gain commitment. Delegates will develop critical sales skills through learning the best practice principles of sales and understanding the importance of need-focused solutions. The course is interactive, using real life scenarios, group and individual exercises to maximise learning.
Target audience for the course	People relatively new to sales. Experienced sales people who have had little formal sales training. Any sales person looking to sharpen their skills.
Website URL	www.synapselearning.co.uk
Email address	info@synapselearning.co.uk
Phone number	01925 438164

Provider	The Recruitment and Employment Confederation
Courses	REC Sales Courses
The courses	<p>The REC deliver a wide range of sales courses, including:</p> <ul style="list-style-type: none"> •Design and Win Sales Proposals and Tenders •Negotiate and Close the Sale •Proactive Business Development •Progressive Sales Techniques •Successful Account Management •Successful Sales Presentations •Tactical Sales Planning •Telephone Sales •The Perfect Client Meeting
Website URL	www.rec.uk.com/academy-for-business/training/a-zcourses/sales-courses
Email address	info@rec.uk.com
Phone number	0207 009 2170

Provider	Huthwaite International
Course	Spin® Selling Skills
Aims/Objectives of the course	By the end of the programme, each participant will: have analysed the strengths and weaknesses of their present selling style; be able to describe the psychology of customer needs; be able to describe the key behaviours, or skills, used effectively by salespeople in their interactions with customers; have a framework for planning sales calls in terms of these behaviours; have frequently practised using the skills to develop customer needs in a way that greatly reduces the likelihood of objections; have a strategy for dealing with difficult customers who raise objections or have low reaction levels; have measured objectively their performance and created an action plan for continued development of their skills after the programme.
Target audience for the course	Any employees involved in the sales of goods or services. In addition to sales executives and sales managers, the programme can be very beneficial to engineers, technical specialists or sales support staff who are involved in the selling process or who may be exposed to selling opportunities in the course of their work with customers.
Website URL	www.huthwaite.co.uk
Email address	webinfo@huthwaite.co.uk
Phone number	+44 (0)1709 710081

Provider	Jibboo Ltd
Course	Sales Team Development Programme
Aims/Objectives of the course	Develop the sales teams as part of their personal development plans and to meet the changing business needs. Have a flexible and customer focused sales team who will actively support the customers changing needs. Build on existing internal and external customer relationships to retain and attract interest in what we sell and how we sell. Feel confident and comfortable dealing with and selling to a wide range of customers with a wide range of needs. This programme is based on the knowledge, skills and behaviours of all the roles within a sales team.
Website URL	www.jibboo.co.uk
Email address	info@jibboo.co.uk
Phone number	01244 818850

Provider	Reed Learning
Course	Key Account Management
Aims/Objectives of the course	This course helps you to manage new and existing accounts effectively in a competitive market where clients can be increasingly demanding. You will learn best-practice techniques to engage with clients, negotiating, reporting and providing high levels of service when managing multiple relationships.
Target audience for the course	Newly appointed account managers who wish to learn the most profitable way to manage their accounts. Also ideal for experienced account managers who would like to refresh and perfect their technique.
Website URL	www.reedlearning.co.uk
Email address	More.info@reedlearning.co.uk
Phone number	800 132 448

Provider	Reed Learning
Course	Leading and Building a Sales Team
Aims/Objectives of the course	This course defines the unique challenges of leading rather than just managing a sales team. Delegates will learn to organise day-to-day tactics of each member of their sales force to ensure they exceed sales targets. You will learn how to facilitate sales through motivating individuals and creating synergy in the team.
Target audience for the course	This course is ideal for new and experienced sales managers who lack formal management training and aspire to be more effective in their role..
Website URL	www.reedlearning.co.uk
Email address	More.info@reedlearning.co.uk
Phone number	800 132 448