

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.bpma.co.uk |
| Email address | enquiries@bpma.co.uk |
| Phone number | 020 7689 5555 |



| | |
|---------------------------------------|--|
| 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 |
| Course | 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 | Celsius |
| Course | Diploma of Professional Sales |
| Aims/Objectives of the course | <p>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.</p> |
| Target audience for the course | <p>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.</p> |
| Website URL | www.celsiusrecruitment.co.uk |
| Email address | info@celsiusrecruitment.co.uk |
| Phone number | 0161 905 8315 |



| | |
|---------------------------------------|---|
| 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 | 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 |



| | |
|--------------------------------------|---|
| 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 | Sterling Chase Associates |
| Course | Black Belt Selling |
| Aims/Objectives of the course | This is a 3 Step Programme divided into 10 modules to teach a new concept in selling using the innovative 'Selling From the Left®' methodology. The programme covers the theory of consultative selling and gives the learners a wealth of practical tools and examples as they progress through the programme. The course is designed so each module builds on the last taking the delegate through the sales journey step by step from the initial introductory call to the close (and beyond). At the end of each module the delegate has the option of completing a self-assessment quiz to benchmark his or her knowledge. |
| Website URL | http://www.sterlingchase.com/black-belt-selling |
| Email address | enquiries@sterlingchase.com |
| Phone number | 08453713099 |



| | |
|---------------------------------------|--|
| Provider | DPM Training Ltd |
| Course | Sales Management Master Class |
| Aims/Objectives of the course | The aim of this programme is to equip sales managers with the knowledge, skills, tools and techniques that will help them drive results through their team. This is achieved by applying experiential learning with core text models to real life situations which gives delegates practical solutions to the challenges they face in the workplace. |
| Target audience for the course | First and second line managers. Those aspiring to move into Sales Management |
| Website URL | www.sales-troubleshooter.co.uk |
| Email address | enquiries@sales-troubleshooter.co.uk |
| Phone number | 00 44 (0) 1273 421580 |

| | |
|---------------------------------------|--|
| Provider | DPM Training Ltd |
| Course | Sales Management Master Class |
| Aims/Objectives of the course | The aim of this programme is to equip sales managers with the knowledge, skills, tools and techniques that will help them drive results through their team. This is achieved by applying experiential learning with core text models to real life situations which gives delegates practical solutions to the challenges they face in the workplace. |
| Target audience for the course | First and second line managers. Those aspiring to move into Sales Management |
| Website URL | www.sales-troubleshooter.co.uk |
| Email address | enquiries@sales-troubleshooter.co.uk |
| Phone number | 00 44 (0) 1273 421580 |

| | |
|---------------------------------------|---|
| 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 | 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 course | 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 |

