

ISMM EDUCATION FAQS



FOR TRAINING PROVIDERS



1) What is the difference between endorsement and accreditation?

ISMM accredited qualifications are high quality sales qualifications, accredited by the regulator formally known as QCA, now known as Ofqual. They are based on the National Occupational Standards for Sales and Marketing, which have been developed in consultation with industry experts and leading trade associations and are published by the Marketing and Sales Standards Setting Body (MSSSB). Syllabuses for the qualifications are updated every five years or so and the qualifications are offered at set times in the year. Successful learners receive a certificate bearing the ISMM and Ofqual logos.

Endorsed courses are usually high-quality courses designed for specific circumstances such as in-house training for a company. They do not lead to an Ofqual accredited qualification but the ISMM has checked the course for quality and has endorsed it, and training providers give a certificate to learners on completion of the course, which may or may not have an element of assessment. The certificate bears the ISMM and training provider or company logo. Endorsed courses are flexible in terms of when and how often they can be delivered.

2) Your level 3 qualifications have been designated as appropriate for 16-18 year olds - does your awarding organisation would allow a school or FE College to offer these to full time students?

Our level 3 qualifications are not designed for the full time student with no sales experience but for the sales professional with some experience, perhaps with responsibility for supervising or guiding others or for the self-employed or the owner of a small or medium enterprise. We do not have any rules preventing a school or FE College offering them to full time students but they may not be suitable for them as the qualifications assume access to real-life sales situations. A full time student would find the qualification more accessible if they had a part-time or summer job in a sales setting, or a work experience placement.

3) What are the requirements for providers outside UK to be able to offer your qualification?

To deliver ISMM accredited qualifications, you will need to become a Certified Training Provider and pay the appropriate fee. The process is straightforward. You need to complete the application form and post it in to us. We will review your application and, if everything

meets our Quality Assurance requirements, we will approve you as a Certified Training Provider (CTP). We will also provide you with all the paperwork and support you need to get started in delivering our qualifications to your students.