

ISMM Education



Professional, government-approved,
internationally-recognised qualifications
in selling and sales management



The ISMM is the professional body for salespeople
promoting standards of excellence and ethics in sales

Why deliver ISMM Sales Qualifications?



“Sales professionals remain some of the best paid in business, with basic pay and bonuses both rising.”
CRONER SALES REWARDS 2008-2009

■ Market

Sales people are the key staff in any organisation. It is they that produce revenue, increase profits and grow business. Nothing happens until something is sold.

“The combination of Account Management, Sales Management and Marketing covered within the Level 5 qualification has proved extremely valuable to Clarify. The course has helped our team to build a closer integration between sales and marketing and created real enthusiasm for these disciplines within our business.”
CLAIRE EDMUNDS, MD, CLARIFY SOLUTION SELLING LTD

Sales professionals are the largest professional group in the UK. They represent seven per cent of the entire workforce – over two million people are employed directly in sales.

There are also many more non-specialists for whom selling is essential.

The *Leitch Report* (2006) identified a significant skills gap in this area. The ISMM's suite of sales qualifications bridges this skills gap across all levels.

This makes ISMM qualifications a great asset to any provider offering qualifications to employers.

■ Qualifications

ISMM qualifications are QCA-accredited, national qualifications.

They are based on the National Occupational Standards for Sales, developed in consultation with industry experts and leading trade associations and drawn up by the government-supported sector skills body, the MSSSB (The Marketing and Sales Standards Setting Body).

They provide the skills and knowledge required by people working in sales.

The content of the qualifications is generic and applicable across all industry sectors.

They are unique in that they are adaptable and can be tailored to fit a particular industry. Assignments are set for students to investigate areas of the syllabus in the context of the organisation and industry in which they work.

■ Career development

ISMM qualifications span levels 1 to 6 of the National Qualification Framework; from induction right through to sales director.

At whatever stage sales professionals find themselves in their careers these qualifications empower them to move their careers forward.

ISMM qualifications make a significant contribution to an organisation's bottom line by helping to ensure sales people are well trained and have the up-to-date skills they need to be successful.

Graduates from our programmes are equipped to drive major innovations and improvements in organisations in which they work; helping their organisation to win business in a competitive market.

Other advantages to offering ISMM qualifications

■ Quality assurance

As an approved training provider for ISMM qualifications you will be supported by the ISMM's assessment and quality assurance systems.

Use of the ISMM logo on your training and marketing materials will provide a badge of quality recognised and valued by employers and students.

Employers will be confident that your training programmes are well designed and delivered to consistent standards over time, by different trainers and at different sites.

"The [ISMM course] had a significant impact on the business, improving efficiency and saving money."

PHIL ANDERSON, CALOR

■ Membership of the ISMM

When students are registered for ISMM qualifications they get free student membership. This gives them access to valuable resources.

On successful completion of our qualifications they are entitled to apply for full membership. The membership grade will be awarded based on qualification level achieved and years of experience.

"The sales function should be a company's lifeblood, but it needs to become as professional as the rest of 21st century business if it is to retain its importance."

BILL SCHUH, CALLIDUS SOFTWARE

■ Endorsement

Have you developed your own sales training courses? If you have the ISMM can evaluate your training against the ISMM endorsement criteria. Endorsement

"We have noticed that more and more sales professionals are acknowledging that the move to management involves a different skill set, and we have found a majority of those interested in the ISMM qualifications (especially at levels 4 and 5) have cited a planned or wished-for move up the career ladder as their impetus to study."

ANNE WHITE, DIRECTOR, ATA TRAINING ACADEMY LTD

will enable you to benchmark your training against the best in the business.

If your training programme meets the criteria we will endorse it. If it falls short we will offer you advice and support on how you can improve it to meet the required standard.

"The ISMM professional qualifications in Sales and Marketing allow us to help ambitious men and women to realise their full potential in their chosen career."

JILL TOWNER, CAMBRIDGE PROFESSIONAL ACADEMY

You will then be able to use the ISMM logo on your marketing and training materials. This can give you a commercial advantage over rival training providers.

Course certificates are provided by the ISMM adding value for delegates and providing tangible proof of employer commitment to the on-going professional development of their staff.

"According to a recent employee satisfaction and retention survey conducted by Salary.com, the second most common reason for employees leaving was a lack of career advancement opportunities"

Qualifications structure

Level	Qualification	No. of Units	Assessment Methods	Target Audience
LEVELS 1-3 QUALIFICATIONS FOR PROFESSIONAL SALES PEOPLE				
1	<ul style="list-style-type: none"> ■ Award in Basic Sales Skills (equivalent in demand to GCSE grades D-G) 	1	<ul style="list-style-type: none"> ● Structured Questions 	For trainee and junior salespeople, students in secondary or further education, or individuals who wish to acquire basic sales skills.
2	<ul style="list-style-type: none"> ■ Award in Sales and Marketing ■ Certificate in Sales and Marketing (equivalent in demand to GCSE grades A-C) 	1 2	<ul style="list-style-type: none"> ● Project ● Role play ● Presentation 	For new or aspiring field sales professionals, or students in secondary or further education with some experience of sales.
3	<ul style="list-style-type: none"> ■ Award in Advanced Sales and Marketing ■ Certificate in Advanced Sales and Marketing ■ Diploma in Advanced Sales and Marketing (equivalent in demand to GCSE A level) 	1 2 4	<ul style="list-style-type: none"> ● Report ● Role play ● Investigative Project 	For the more experienced sales professional, perhaps aspiring to sales management or team leadership.
LEVELS 4-6 QUALIFICATIONS FOR PROFESSIONAL SALES/ACCOUNT MANAGERS				
4	<ul style="list-style-type: none"> ■ Award in Operational Sales and Marketing Management ■ Certificate in Operational Sales and Marketing Management ■ Diploma in Operational Sales and Marketing Management (equivalent in demand to Certificate of Higher Education) 	1 2 4	<ul style="list-style-type: none"> ● Report ● Role play ● Investigative Project 	For established or aspiring operational sales and account managers. People working at this level will often be managing others and allocating resources.
5	<ul style="list-style-type: none"> ■ Award in Account Management ■ Certificate in Account Management ■ Diploma in Account Management ■ Award in Sales Management ■ Certificate in Sales Management ■ Diploma in Sales Management ■ Diploma in Sales and Account Management (equivalent in demand to Diploma of Higher Education/Further Education, foundation degree and 'Higher National Diploma') 	1 2 4 1 2 4 5	<ul style="list-style-type: none"> ● Role play ● Presentation ● Report ● Investigative Project 	For established or aspiring sales managers, account managers, regional sales managers or regional/key account managers.
6	<ul style="list-style-type: none"> ■ Executive Award in Strategic Sales and Account Management ■ Executive Certificate in Strategic Sales and Account Management ■ Executive Diploma in Strategic Sales and Account Management (equivalent in demand to Bachelor degree, graduate certificate, graduate diploma) 	1 2 4	<ul style="list-style-type: none"> ● Presentation ● Case study ● Project ● Investigative Project 	For established or aspiring senior sales managers, senior account managers, sales directors and leaders – individuals who deliver, or aspire to deliver, strategic sales solutions at a national and international level.

Progression from Level 5 and 6 Diplomas can be to the MA in Sales Management at Portsmouth University

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