



ACCREDITATION AND ENDORSEMENT

The main objectives of the ISMM are to promote standards of excellence and ethics in sales and to raise the status of sales as a profession.

The ISMM stands for professional excellence in sales throughout the world. Its qualifications are delivered in the UK and in the rest of Europe, the Middle East, Asia and Africa.

No other awarding body in the world delivers sales and marketing qualifications to such high standards.

ISMM Education exists to respond to the needs and aspirations of both the corporate and public sector in terms of benchmarking the quality of sales training. We achieve this through our Accreditation and Endorsement programmes.

ACCREDITATION

ISMM accredited qualifications are the ultimate in high quality sales qualifications. 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).

ISMM Accredited Qualifications:

- Focus on the work-related skills, knowledge and understanding that sales people need.
- Offer a structured and measurable system of staff development.
- Span a range of levels to suit sales professionals at whatever stage they are in their career.
- Are nationally recognised by the Qualifications and Curriculum Authority (QCA), the UK government regulator for qualifications. This means that anyone successfully completing an ISMM qualification gains a nationally-accredited qualification with the same status as a GCSE, an A level, a degree or an MBA.

To deliver an accredited qualification you will start with one of our syllabuses and use it as the frame around which you will create a programme of study for your students. Our syllabuses are generic and highly flexible and you will be able to tailor the programme of study to the needs of your students (and their employers).

You will also have to prepare students for, and administer, a number of external assessments, which are set by the ISMM.

ENDORSEMENT

We are frequently asked by training providers if we can provide an external validation of the quality of their training programmes. We are also regularly asked by employers and potential students to recommend suitable sales training courses which are of the highest quality and provide the best value for money.

ISMM Endorsed Courses:

- Are usually significantly shorter than accredited qualification programmes of study.
- Usually have some form of assessment, but the assessments are developed and administered by the training provider.
- Are advertised (for free) in the Endorsed Course Directory on the ISMM website.
- Are benchmarked against the ISMM's endorsement criteria – to give an external, third party confirmation of the quality of the course.
- Allow the use of the "Endorsed by ISMM" logo on your marketing and training materials.

Endorsed courses usually have a lower administration burden than accredited courses. They are also more flexible than accredited courses in terms of when and how often they can be delivered. They are not nationally-accredited. We can, however, work with you to turn an endorsed course into an accredited qualification.

Contact us

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