



# Professional Qualifications for Salespeople

The ISMM offers nationally recognised qualifications for sales professionals that are relevant to both students and their employers.

## The Qualifications We Offer

Level 1 Award in Basic Sales Skills

Level 2 Award and Certificate in Sales and Marketing

Level 3 Award, Certificate and Diploma in Advanced Sales and Marketing

Level 4 Award, Certificate and Diploma in Operational Sales and Marketing

Level 5 Award, Certificate and Diploma in Account Management/Sales Management

Level 5 Diploma in Sales and Account Management

Level 6 Executive Award, Executive Certificate and Executive Diploma in Strategic Sales and Account Management

### Level 1

For trainee and junior salespeople.

For students in secondary or further education

For anyone who wishes to acquire basic sales skills.

### Level 2

For any sales professional, particularly those not having responsibility for supervising or guiding others.

For students in secondary or further education with some experience of sales.

For the self-employed or the owner of an SME.

### Level 3

For the more experienced sales professional, perhaps with responsibility for supervising or guiding others.

For the self-employed or the owner of an SME.

### Level 4

For established or aspiring operational sales and account managers. People working at this level will usually be responsible for the work of other people. They also take responsibility of courses of action within their team/organisation and have some degree of autonomy.

### Level 5

For established or aspiring sales managers, account managers, regional sales managers or regional/key account managers. People working at this level have responsibility for planning and developing courses of action and have a large degree of autonomy. They are also responsible for the work of other people.

### Level 6

For established or aspiring senior sales managers, senior account managers, sales directors and leaders. People working at this level are responsible for planning and developing courses of action that are capable of underpinning substantial changes or developments within their organisation.

They initiate and lead projects and take responsibility for the work and roles of others. They exercise broad autonomy and judgement.

It is possible to progress from qualifications at Levels 5 or 6 to an MA, MSc or MBA.

**If you would like more information, please contact the ISMM Education Team on:**

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