



Accreditation

ISMM QCA-accredited qualifications

ISMM QCA-accredited qualifications are the ultimate in high quality sales qualifications. Supported by the ISMM's assessment and quality assurance systems, delivering them confirms that your training programmes are world-class, and delivered to the highest standards.

This makes ISMM qualifications a great asset for anyone offering training programmes. They are the perfect way to show that your training is of value - to both students and their employers.

Why deliver ISMM qualifications?

Sales professionals are the largest professional group in the UK - over 2 million people are employed directly in sales. Most of them lack professional qualifications.

ISMM qualifications are QCA-accredited, vocationally-related professional qualifications. They are based on the National Occupation Standards for Sales developed by the MSSSB (www.msssb.org).

Delivering ISMM qualifications adds prestige to your training programmes. They are 'must have' products that provide:

- a benchmark for world class training programmes
- a way of encouraging employees within an organisation to undertake training
- help in the recruitment of new students and the identification of top performers

Benefits of delivering ISMM qualifications

Accreditation means that your training programmes are well designed and are delivered to consistent standards over time, by different trainers, at all your various sites.

All assessments are provided by the ISMM. We quality assure the results process, giving external, independent monitoring of standards. We provide certificates carrying the official stamp of approval of the ISMM and Ofqual, the UK government qualifications regulator.

ISMM qualifications add prestige to your training provision:

For students, they:

- provide the full range of skills and knowledge required by the very best sales people
- are unit-based, flexible and can be studied for in a wide variety of ways
- provide nationally-recognised transferable qualifications
- encourage a culture of learning and reflection.

For employers, they:

- offer assurance that a training programme consistently delivers its aims and objectives
- provide a ladder of qualifications targeted at everyone from trainees to directors
- save on recruitment and initial training costs and improve staff retention rates.



ISMM membership

Students studying for ISMM qualifications at level 2 and above have free student membership of the ISMM.

ISMM graduates are also eligible for full membership of the ISMM at a reduced rate.

The ISMM logo

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

You will be able to use the ISMM logo on:

- materials that promote or support your training programmes — it is the badge of quality to attract customers and reassure clients
- general promotional literature associated with your delivery of ISMM qualifications

Quality assurance

We will conduct an annual self-assessment review with you to confirm that your delivery of ISMM qualifications continues to meet the very highest standards. Because they are audited regularly by an outside agency, your programmes will always be rigorous, and respected for it.

Delivering ISMM qualifications

You will use one of our syllabuses as the framework for developing a bespoke training programme. Your students will have to complete a number of ISMM-set assignments – if they pass them all, we will provide them with a nationally-recognised certificate.

Our syllabuses are available in a range of levels, so you will be able to develop a course to suit sales professionals at whatever stage they are at in their career from initial induction to senior management.

How do I apply to deliver ISMM qualifications?

The first thing to do is contact the ISMM Education Department. They'll talk you through the process. See the end of this leaflet for contact details.

You'll need to become a Certified Training Provider (CTP) before you can use ISMM qualifications. When you've become a CTP, you are free to develop and deliver programmes based on **any** of our syllabuses.

When we are assessing you to become a CTP, we will consider:

- how you'll be evaluating the training you are delivering
- how you're planning to support your students
- your quality assurance strategies to monitor delivery of ISMM qualifications
- the quality of the facilities that you will be using.

Contact us

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