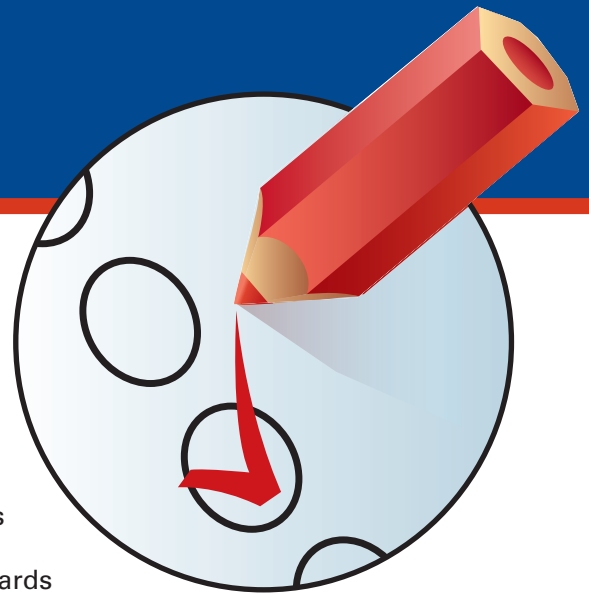


# Endorsement



## ■ ISMM ENDORSEMENT — WHAT IT IS

ISMM endorsement is the badge of recognition for high quality sales training programmes. Displaying the ISMM logo on your training materials tells your customers that you adhere to professional standards and provides evidence that your sales training programmes are well designed and delivered to consistent standards.

## ■ ISMM ENDORSEMENT — WHAT IT DOES

- ✓ Benchmarks your training programmes against the highest quality sales training programmes.
- ✓ Maps your sales course against the National Occupation Standards for Sales, set by the Marketing and Sales Standards Setting Body ([www.msssb.org](http://www.msssb.org)).
- ✓ Provides evidence, supported by the ISMM's quality assurance system, that your training programmes are well designed and are delivered to consistent standards.
- ✓ Says that your training programmes have been benchmarked against industry standards and are written to meet key business needs in the real world.
- ✓ Confirms that your training programmes promote professionalism and excellence within the sales force.
- ✓ Enables employers to identify high quality training courses.
- ✓ Gives confidence to your customers that they are dealing with a professional and ethical provider.

## ■ THE BENEFITS OF ENDORSEMENT

ISMM Endorsement is an acknowledgement that your training programmes are well designed and are delivered to consistent standards over time, by different trainers, and at all your various sites.

### **Use of the ISMM logo**

You will be entitled to use the "Endorsed by ISMM" logo on:

- materials that promote or support your training programmes — as a badge of quality to attract and reassure customers
- other materials, including web pages, associated with your ISMM endorsed programmes.

### **Quality assurance**

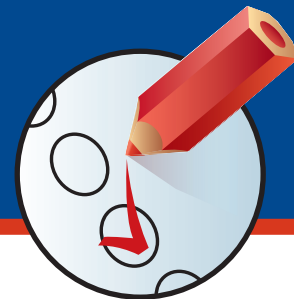
Because your programmes are measured against our criteria, endorsement provides evidence that they:

- are quality assured by the ISMM
- are relevant to the needs of delegates and their employers
- consistently deliver their stated aims and objectives
- are kept under constant review
- encourage a culture of learning and reflection.

### **Commercial advantage**

ISMM endorsement:

- is a 'must have' product that provides a competitive edge over rivals to win new business
- is used by employers as a benchmark for the highest-quality training programmes
- provides evidence of high quality training and professionalism
- improves staff retention
- is a way of encouraging employees within an organisation to undertake training, as ISMM-endorsed training is seen as more valuable.



### **Certification**

We will supply you with high quality ISMM-branded certificates onto which you can print your name, logo, course and delegate details.

### **ISMM membership**

Delegates completing a programme successfully are eligible to apply for membership of the ISMM and at a reduced rate.

---

## ■ ISMM ENDORSEMENT — HOW IT WORKS

---

### **Evaluating course content**

We will evaluate the content of your programme against our endorsement criteria. If your 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 standards and which will help you to further enhance your programme.

### **Evaluating training delivery**

We will look for evidence of professional standards of delivery, the use of appropriately qualified trainers and that you are effectively monitoring the learning and skills acquired by your delegates during and after the programme.

### **Certification**

Once endorsed, you buy ISMM-branded certificates from us, onto which you can print your name, your logo (and/or your customer's logo), and course and delegate details.

### **Quality assurance**

We will conduct an annual Self Assessment Review with you to confirm that your programmes continue to meet the ISMM's endorsement criteria. Because they've been audited, your programmes will always be rigorous, up to date, and respected for it.

---

## ■ HOW DO I APPLY FOR ENDORSEMENT?

---

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

After that, we will need to approve you as an ISMM Certified Training Provider (Endorsed Courses) before you can deliver an ISMM-endorsed programme.

At the same time as approving you we will endorse your training programme(s), by evaluating:

- the objectives of your programme(s)
- how you are planning to deliver the training and support your delegates
- the quality assurance strategies you will use to monitor your programme(s)
- how closely your programme(s) match(es) our QCA-accredited syllabuses and the National Occupational Standards for Sales.

You will then be able to use the ISMM logo on your marketing and training materials, and will have benchmarked your training against the best in the business.

### **CONTACT US**

**Tel: +44(0)1582 843260**

**E-mail: [education@ismm.co.uk](mailto:education@ismm.co.uk)**

**Website: [www.ismm.co.uk](http://www.ismm.co.uk)**