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Endorsed Training Provider Programme Handbook

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The programme — what it is

The aim of the programme is to provide training providers with a means to demonstrate to potential delegates and their employers that their courses are delivered to the highest standards of content and delivery.

The programme endorses high-quality, non-qualification, training opportunities, which are relevant to the professional development of sales people.

Providers and their courses are independently evaluated, monitored and endorsed by a trusted third party.

What are the benefits of endorsement?

- Endorsement provides an authoritative, independent validation of the quality and relevance of a course.
- We only list endorsed courses in the course directory on the ISMM website.
- Providers can use the “*Endorsed by ISMM...*” logo in their marketing and course materials.
- Delegates successfully completing an ISMM-endorsed course are eligible to apply for membership of the ISMM at a reduced rate.

Who can apply for endorsement?

Any training provider, including individual trainers, delivering training designed to enhance or develop the knowledge, understanding and skills of people working in sales.

Training providers can deliver a mix of endorsed and non-endorsed courses, but have to make it clear which courses they offer are endorsed and which are not.

How long does the process take?

We will do all we can to give you a decision within four weeks of receiving your initial application.

What are the criteria for endorsement?

Training provider requirements

To become a Certified Training Provider of Endorsed Courses (CTP(E)), a training provider must:

- have the capability to deliver the courses submitted for endorsement in terms of organisation, physical resources, administration and tutors.
- have sufficient guidance available to delegates and their employers, before enrolment, on the level of prior knowledge and experience expected for each endorsed course
- be able to show how delegates will be supported appropriately by the resources available, for example course materials, room size, IT equipment.
- seek feedback from delegates and use it to monitor and improve the quality of the its endorsed courses
- have an effective process for dealing with complaints from delegates and/or their employers
- only use trainers who have appropriate skills, knowledge and experience.

Course requirements

Any course submitted for endorsement should meet these minimum requirements:

- have a clear target audience – who the course is designed for and what level of prior knowledge/experience is required
- not take less than ten hours of “learning time” to complete – this includes time spent before taking the course and after return to the workplace
- have clearly defined learning outcomes – what delegates should know, understand or be able to do by the end of the course
- contain an element of assessment – so that delegates can demonstrate that they have successfully acquired knowledge, understanding and/or skills*
- have clearly defined mechanisms for checking that delegates are applying the knowledge, understanding and/or skills they have acquired on return to the workplace
- be supported by well-presented and relevant materials, reference documents, presentations and so on.

*If your course is not assessed, we may still be able to endorse it, though we may need to change the terms and conditions of your endorsement.

How do I apply for endorsement?

Applications must contain the following:

- a completed and signed *Application for Certified Training Provider Status*
- all the key information and supporting evidence indicated in the “About your organisation” and “About your course” sections of the application form
- a provisional timetable for delivery of the course for the next six months, or an explanation of how the course content will be delivered if not through a timetabled programme
- your equal opportunities policy
- any marketing materials (hardcopy or online) currently used to promote the course.

You are very welcome to submit more than one course for endorsement – submitting several courses in one go will be significantly cheaper than submitting them individually over time.

You are also more than welcome to contact the ISMM for advice before starting the application process.

Please note that any materials you send to the ISMM will be treated in the strictest confidence. We are more than happy to sign a Non-Disclosure Agreement.

What happens next?

Once we receive your application, we will review it to make sure that all the information and supporting evidence required is included. If there is anything missing, we will contact you to request the additional information or evidence.

Once we have all the material we need, we will complete a formal analysis of the evidence to make sure that it meets the criteria. If we need more information or evidence we will let you know and give you the opportunity to provide it to us.

This part of the process is free.

When we, and you, are happy with the application we will invoice you for the relevant fees (which are outlined in the *ISMM Fees – Endorsed Training Provider Programme* booklet).

On payment of the fees, we will send you a certificate of endorsement and you will be able to start promoting your centre and your course(s) as “Endorsed by the ISMM”.

We will also ask you to complete an *Endorsed Programme Directory Details* form, so that we can list you and your course in our online directory.

Certificates

You must issue delegates who successfully complete an ISMM-endorsed course with a certificate.

The certificates must be bought from the ISMM. We supply them as blanks onto which you can print your name, logo, course title, candidate name, employer name and logo, and so on. We do need to see a sample of your design before certificates can be issued to delegates.

The price of a certificate depends on how many you buy from us; the more you buy, the cheaper they get (prices can be found in the *ISMM Fees – Endorsed Training Provider Programme* booklet).

Please note that these certificates are **not** certificates of attendance. They are an acknowledgement that a delegate has successfully acquired knowledge, understanding and/or skills on the course. It would be up to you if you wanted to give delegates a separate certificate of attendance.

How do I register extra courses?

Following an initial successful application for CTP(E) status, you can expand your portfolio of endorsed courses by filling in the relevant sections of the *Application for Certified Training Provider Status*, and supplying the relevant supporting evidence (see “How do I apply for endorsement?”).

If we are happy with your submission, and on payment of the appropriate fee, you will be permitted to add the course to your portfolio.

Ongoing processes

All CTP(E)s must:

- keep the ISMM informed of any changes to the information provided in the “About your organisation” section of the initial *Application for Certified Training Provider Status*.
- keep the ISMM informed of any significant or major changes to any endorsed courses*
- maintain a record of the names of delegates that have attended endorsed courses, the assessments completed by the delegates and the course evaluation sheets the delegates have completed for a minimum of two years. This information must be made available to the ISMM on request
- issue certificates bought from the ISMM to all delegates successfully completing an endorsed course, within 7 days of the end of the course
- complete a yearly self-assessment report
- pay the CTP(E) and the endorsement renewal fees.

*Changes to a course are classified as:

Minor

Examples include updating examples to include recent events, changing terminology to comply with current best practice, changes to reflect the requirements of a certain group of students or their employer(s) on a particular course – for example changing from a utilities sales emphasis to a car sales one.

Significant

Up to one third of the course content is changed/updated and/or the title has been changed.

Major

More than one third of the course content has been changed/updated and/or the way the course is assessed has been changed.

Renewing CTP(E) status and course endorsement

CTP(E) status and course endorsement must be renewed each year.

Renewal is based upon successful review of:

- the centre's self-assessment report
- review of any assessments and/or course evaluation sheets we request.

Renewal is also dependent upon payment of the CTP(E) and endorsement renewal fees.

Withdrawal of endorsement

The ISMM reserves the right to withdraw endorsed status from a CTP(E) at any time.

Examples of situations under which endorsement may be withdrawn include:

- information provided to the ISMM in the initial application being found to be incorrect/misleading
- changes to the training provider's organisation not being notified to the ISMM
- significant or major changes to endorsed courses not being notified to the ISMM
- verified complaints about the training provider or its course(s) being made to the ISMM by delegates or their employers
- inaccurate or misleading claims being made about the endorsed status of the CTP(E) or any of the courses it offers
- course evaluation sheets and/or assessments not being supplied to ISMM when requested
- the self-assessment report not being completed satisfactorily
- the self-assessment report not being completed within the specified period
- fees not being paid within the specified period.

If the ISMM decides that endorsement should be withdrawn, the CTP(E) will be notified in writing, with the reason(s) for the withdrawal clearly outlined.

If the CTP(E) puts right the problems that lead to the withdrawal **and** can supply evidence of this to the ISMM within **seven days** of receipt of the withdrawal notice, the endorsement may, at the ISMM's discretion, be reinstated.

If endorsement is withdrawn the training provider must immediately remove all references to ISMM endorsement from its marketing and course materials.

Advertising and promotion

Details of CTP(E)s and their endorsed courses will be listed in the endorsed course directory on the ISMM website.

CTP(E)s will be able to use the “*Endorsed by ISMM...*” logo in their marketing and course materials. Further information concerning the use of the logo can be found in the *Guidelines for using the ISMM logo*.

In order to promote interest in and knowledge of the ISMM, CTP(E)s will make ISMM promotional material available to delegates.

Terms and Conditions

The CTP(E) agrees to pay all fees outlined in the *ISMM Fees Handbook – Endorsed Training Provider Programme* within the specified periods.

Endorsement of training courses is restricted to specific named courses. The CTP(E) is free to deliver other, non-endorsed courses but must not promote them as endorsed by the ISMM.

The CTP(E) is allowed to use the ISMM's "Endorsed by..." logo on publicity material for its endorsed course(s). This use, however, is allowed only if the *Guidelines for using the ISMM logo* are followed.

Promotional use of the endorsement by the CTP(E) will be accurate, will not be used until the endorsement process is complete and will be withdrawn immediately if the ISMM withdraws the endorsement.

The ISMM will provide a certificate of endorsement to the CTP(E). This certificate will be renewed on an annual basis on the satisfactory completion of a self-assessment report and payment of the centre and course renewal fees.

The CTP(E) will submit a yearly self-assessment report (SAR) to the ISMM. The SAR will be used to determine:

- the frequency of any quality assurance visit(s) to the CTP(E) by the ISMM. For this purpose, on request, CTP(E)s must make available details of forthcoming courses;
- if the course endorsement and/or CTP(E) status will be renewed.

The CTP(E) must maintain a record of the names of delegates that have attended endorsed courses, the assessments that the delegates have completed and the course evaluation sheets the delegates have completed. The centre will submit them, on request, to the ISMM.

The CTP(E) must buy certificate blanks from the ISMM, which the CTP(E) is allowed to overprint with its logo(s), course details and other information. Sample overprinted certificates must be submitted to the ISMM for approval before issue to delegates.

The CTP(E) must notify the ISMM in writing of any changes to the information provided on this application form.

The CTP(E) must notify the ISMM in writing of any significant or major changes to any of its endorsed courses.

The CTP(E) must have an equal opportunities policy relating to its training provision.

The copyright on any materials submitted to the ISMM will remain with the author(s) of those materials.

The ISMM reserves the right to withdraw endorsement if any of the following situations:

- the Terms and Conditions listed above are not followed;
- information provided to the ISMM is found to contain significant errors or omissions;
- the SAR is not returned by the deadline set by the ISMM;
- significant or major changes to the CTP(E) or to its endorsed courses are not reported to the ISMM;
- serious, verified complaints about an endorsed course are made by delegates or their employers;
- misleading claims about the endorsed status of the organisation or any course delivered by the organisation are made.

Contact us

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