

SALES QUALIFICATIONS

FROM THE INSTITUTE OF SALES AND MARKETING MANAGEMENT (ISMM)

TAKE CONTROL OF YOUR CAREER

Whatever stage you've reached in your career, ISMM qualifications play a vital role in developing the skills and knowledge you need to excel and move forward. From the basic fundamentals of sales and marketing to senior-level sales strategy and account management, these internationally recognised qualifications are essential to building a long and successful career.

ABOUT ISMM

Institute of Sales and Marketing Management

The Institute of Sales and Marketing Management is the worldwide professional body for sales people. Founded in 1911, the ISMM is the guardian of sales standards, ethics and best practice and is committed to developing sales talent and excellence through its range of qualifications.

For more information about the ISMM, please visit
<https://www.ismprofessional.com/>

ISMM MEMBERSHIP

When you enrol on an ISMM course with Professional Academy, you will be registered for an ISMM affiliate membership. The benefits of being an ISMM member include:

- access to the latest research, reports and templates
- subscription to Winning Edge magazine and the ISMM e-newsletter
- entry to Business Success Seminars, Executive Forums and Breakfast Meetings
- great networking opportunities with fellow sales professionals
- access to sales and legal advice helplines



SALES QUALIFICATIONS

Carefully designed around the ISMM syllabus, our courses deliver valuable accredited qualifications while developing invaluable real-world skills.

DIPLOMA IN STRATEGIC SALES MANAGEMENT - LEVEL 6

Suited to proactive established or aspiring senior sales and account managers who would like to develop a more strategic and managerial perspective.

DIPLOMA IN SALES & MARKETING MANAGEMENT - LEVEL 4

Designed specifically for sales professionals in an operational sales role, often managing others and allocating resources.

CERTIFICATE IN SALES AND MARKETING - LEVEL 2

Ideal for new or aspiring field sales professionals, or a student in either secondary or further education with some experience of sales.

CERTIFICATE IN SALES AND MARKETING - LEVEL 2

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With a practical focus this course is designed to develop your own practical skills as a sales professional and ensures that you can apply the theory covered to real-life cases and examples.

WHO IS IT FOR?

An introductory qualification specially designed for anyone who wishes to work in sales or who is moving in to a sales role from another background. It is also a good introduction to sales for those working on the peripheries of sales in a support role.

ENTRY REQUIREMENTS

There are no formal entry requirements however we recommend that this course is most suitable for those age 16 years or over with at least five GCSEs.

If English is not your first language, evidence of at least IELTS level 6.5 or Trinity ISE III/IV will also be required.

WHAT WILL YOU LEARN?

The full Certificate in Sales and Marketing includes four mandatory units and three optional units. Each of the optional units are aimed at different sales professionals.

The Selling to Customers unit is suited to practicing sales people whilst the Understanding Selling to Customers unit are aimed for those not currently employed in a sales role.

The Telesales unit is for those in, or wishing to be in, a telesales role. Students are only required to choose one of the optional units. If unsure about which optional unit to choose, please contact us.

HOW LONG WILL IT TAKE?

You can start your study at any time, the Award in Sales & Marketing will typically take between 3 - 6 months to complete and the Certificate in Sales & Marketing will usually take between 6 – 9 months to complete although you can choose to study at a faster or slower pace to suit your requirements. We commit ourselves to support all our students for up to a maximum of two years.

For more information please visit

www.professional-qualifications.com

MODULE OVERVIEW

Module title	Description	Assessment	Mandatory/Optional
Understanding Law and Ethics of Selling	This unit aims to support learners in understanding the legal and ethical requirements in sales and understand the consequences of non-compliance for individuals, organisations and customers.	Work-based assignment	Mandatory
Understanding Marketing	This unit will give students an understanding of market segmentation and targeting, how to carry out market research and the marketing mix.	Work-based assignment	Mandatory
Understanding Buyer Behaviour	This unit will help students develop an understanding of sales targets and their use, including being responsible for meeting sales targets. It involves agreeing a target for a set operating period or campaign and monitoring actual performance against the agreed target and taking necessary action in response to identified variances and unforeseen developments.	Work-based assignment	Mandatory
Sales Targets	This unit will help students develop an understanding of sales targets and their use, including being responsible for meeting sales targets. It involves agreeing a target for a set operating period or campaign and monitoring actual performance against the agreed target and taking necessary action in response to identified variances and unforeseen developments.	Work-based assignment	Mandatory
Selling to Customers	This unit aims to develop the skills of selling to customer face to face.	Work-based assignment	Optional
Understanding Selling to Customers	You will develop the knowledge and understanding of selling to customers including customer buying needs, promoting benefits and features of your organisation's products and services, responding to and resolving customer objections and agreeing mutually beneficial terms and conditions.	Work-based assignment	Optional
Telesales	This unit is about identifying, developing and closing sales over the phone.	Work-based assignment	Optional

PROFESSIONAL QUALIFICATION IN SALES AND MARKETING – LEVEL 4

FROM THE INSTITUTE OF SALES AND MARKETING MANAGEMENT (ISMM)

Gain the theoretical and practical sales and marketing knowledge and skills required by aspiring sales managers and practising sales managers to enable them to succeed in the work place.

WHO IS IT FOR?

This course is specifically for sales professionals in an operational sales role, often managing others and allocating resources.

ENTRY REQUIREMENTS

There are no formal entry requirements although we advise that students have at least 3 years sales experience with at least one year's management experience.

If English is not your first language, evidence of IELTS level 6.5 or Trinity ISE III/IV will also be required.

HOW LONG WILL IT TAKE?

The diploma in Sales and Marketing Management consists of eight mandatory units and will typically take 12 to 15 months.

The Qualification can also be studied as a certificate. To achieve the certificate in Sales and Marketing Management, students must complete the first mandatory units plus any to optional units.

We support all our students for two years and you start your studies at any time.

For more information please visit
www.professional-qualifications.com

MODULE OVERVIEW

Module title	Description	Assessment	Mandatory/Optional
Managing Responsible Selling	Gain the knowledge for managing an organisation's operations in way that are consistent with its social and ethical principles, and which fulfil legal and regulatory requirements.	Work-based assignment	Mandatory
Understanding segmentation, Targeting and Positioning	This unit aims to provide the knowledge necessary to understand the process of breaking down the total market for a product or service into distinct segments and targets the most likely purchasers of an organisation's products using the extended marketing mix to support the positioning of the product.	Work-based assignment	Mandatory
Managing a Sales Team	This unit aims to provide knowledge of motivation theories and link between motivation and performance, and the knowledge of managing sales team performance.	Work-based assignment	Mandatory (Optional for Certificate)
Operational Sales Planning	Gain the skills necessary for putting together an operational sales plan, and knowledge managing the implementation of the plan and for dealing with variances to the plan.	Work-based assignment	Mandatory (Optional for Certificate)
Sales Negotiations	This unit aims to provide the knowledge and skills for negotiating effectively in sales settings and will focus on the various stages of negotiation including planning, preparing, negotiating and closing sales.	Work-based assignment	Mandatory (Optional for Certificates)
Analysing the Marketing Environment	This unit aims to provide the knowledge and skills necessary to conduct an audit of the organisation's internal, micro and macro environment. Also gain an understanding of the impact of internal, micro and macro factors on a customer's organisation.	Work-based assignment	Mandatory (Optional for Certificate)
Finances for sales managers	This unit aims to introduce the knowledge and skills needed to calculate probability and also to assess customer credit worthiness with the view to formalising the terms of trade with the customer.	Work-based assignment	Mandatory (Optional for Certificate)
Writing and delivering a sales proposal	This unit aim to provide the skills for preparing sales proposals for customers.	Work-based assignment	Mandatory (Optional for Certificate)

PROFESSIONAL QUALIFICATION IN IN SALES AND ACCOUNT MANAGEMENT -LEVEL 6

FROM THE INSTITUTE OF SALES AND MARKETING MANAGEMENT (ISMM)

Building on existing knowledge and experience this qualification considers the various internal and external stakeholders in the sales process and how to manage those relationships.

WHO IS IT FOR?

This course is designed specifically for practising or aspiring Sales or Account Managers who would like to build on their theoretical knowledge to a senior level.

ENTRY REQUIREMENTS

There are no formal entry requirements although we advise that students have either a degree or at least four years sales experience.

If English is not your first language, evidence of at least IELTS level 6.5 or Trinity ISE III/IV will also be required.

HOW LONG WILL IT TAKE?

The Diploma in Sales and Account Management consists of a combination of units. To achieve the Diploma, learners must complete each of the mandatory units plus any four of the optional units.

We have indicated which modules are more suited for Sales Managers (SM) and which are more suited to Account Managers (AM).

The Diploma in Sales and Account Management will typically take between 15 to 18 months to complete.

Students can also choose to study a Certificate in Sales and Account Management and will have to complete the first three mandatory units plus the Sales Forecast and Target Setting unit to achieve the Certificate.



MODULE OVERVIEW

Module title	Description	Assessment	Mandatory/Optional
Managing Responsible Selling	Gain the knowledge for managing an organisation's operations in way that are consistent with its social and ethical principles, and which fulfil legal and regulatory requirements.	Work-based assignment	Mandatory
Understanding and Developing Customer Accounts	The aim of this unit is to support knowledge, understanding and skills necessary to establish how customer organisations select suppliers as part of their supply chain and to use information gathered on how organisations select suppliers to develop a customer accounts plan.	Work-based assignment	Mandatory
Understanding the Integrated Functions of Sales and Marketing	This unit focuses on the commercial importance of marketing to an organisation's success, both in the long term and also for the short/medium term.	Work-based assignment	Mandatory
Sales Forecasts and Target Setting	This unit aims to develop knowledge and understanding of forecasting sales and setting sales targets for your own area of responsibility.	Work-based assignment	Mandatory for Diploma (6 Credits) SM
Leading a Team	This unit aims to provide the learner with the knowledge and understanding of transactional leadership: to share a vision and to set goals and define tasks that move people towards the vision.	Work-based assignment	Optional (6 Credits) SM
Coaching and Mentoring	This unit aims to provide understanding of the principles of coaching and mentoring, and the skills for planning, delivering a coaching or mentoring programme and for evaluating own coaching or mentoring practice.	Work-based assignment	Optional (6 credits) SM
Designing, Planning and Managing Sales Territories	Develop the knowledge and understanding of the design, planning and management of sales territories and the work of the sales team in those territories.	Work-based assignment	Optional (6 credits) SM
Analysis the Financial Potential and Performance of Customer Accounts	The aim of this unit is to ensure sales and account managers have the skills to analyse and manage the financial performance of customer accounts.	Work-based assignment	Optional (6 credits)AM
Relationship Management for Account Managers	This unit aims to provide knowledge and skills for relationship management in sales.	Work-based assignment	Optional (6 credits)AM
Bid and Tender Management for Account Managers	This unit aims to provide knowledge and skills for bid and tender management.	Work-based assignment	Optional (6 credits)AM
Developing a Product Portfolio	This unit aims to provide the knowledge and skills for determining selling priorities across a portfolio of products/services.	Work-based assignment	Optional (6 credits) SM / AM

COURSE PRICING

Course title	No of tuitions	Price
ISMM Professional Qualification in Sales and Marketing (level 2)	10	£2,050
ISMM Professional Qualification in Sales and Marketing (level 2)	16	£3,000
ISMM Professional Qualification in Sales and Marketing (level 2)	16	£3,300

THE FINE PRINT

PRICE INCLUSIVE OF

- Pearson VUE authorized test centre fees
- Access to refinery – the distance learning portal
- Professional e-learning materials, a detailed study guide, access to an online electronic library and advanced online resources

PRICE EXCLUDING

- Any fee for any resits required
- VAT, Bank Draft and payment charges (if any)
- Any physical learning material

TUITIONS:

- Live classes via webinars covering all Modules Each class duration will be 45 minutes.
- Minimum 3 students in one class
- Class will take place via Webinar/Video Conferencing.
- As the tutor will be based in the UK, time difference has to be considered.

NOTES:

- Prices are no refundable and payable in full during admission

For more information please visit www.professional-qualifications.com

HOW TO FIND US:

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