

SALES QUALIFICATIONS

FROM THE INSTITUTE OF SALES MANAGEMENT (ISM)

TAKE CONTROL OF YOUR CAREER

Whatever stage you've reached in your career, ISM 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 ISM

Institute of Sales Management

The Institute of Sales Management is the worldwide professional body for sales people. Founded in 1911 as the ISMM, the ISM 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 ISM, please visit
www.ismprofessional.com/



ISM MEMBERSHIP

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

- access to the latest research, reports and templates via the ISM online resource centre
- subscription to Winning Edge magazine and the ISM e-newsletter
- entry to Business Success Seminars, Executive Forums and Breakfast Meetings
- access to ISM's online community
- great networking opportunities with fellow sales professionals
- access to sales and legal advice helplines

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Carefully designed around the ISM 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 AND ACCOUNT MANAGEMENT - LEVEL 5

Suited to established or aspiring sales managers, or account managers with responsibility for planning and developing courses of action.

DIPLOMA IN SALES & MARKETING MANAGEMENT - LEVEL 4

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

DIPLOMA IN SALES AND MARKETING - LEVEL 3

For experienced sales professionals, possibly responsible for 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.
