



SALES QUALIFICATIONS

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with KSA Sales Solutions

FROM THE INSTITUTE OF SALES MANAGEMENT (ISM)



ISM is a nationally-recognised academic organisation which supports the development of highly trained and motivated sales professionals.

WHO ARE THE INSTITUTE OF SALES MANAGEMENT (ISM)

The ISM is the UK's largest professional membership body for sales and sales management. The Institute leads the way in professional standards, education and development for salespeople. For over 100 years they have been committed to raising the professionalism and ethical standards of the sales profession. The ISM is the only dedicated sales awarding body of its kind to offer professional and accredited sales qualifications. All qualifications are recognised by Ofqual and form part of the Qualifications and Credit Framework (QCF).

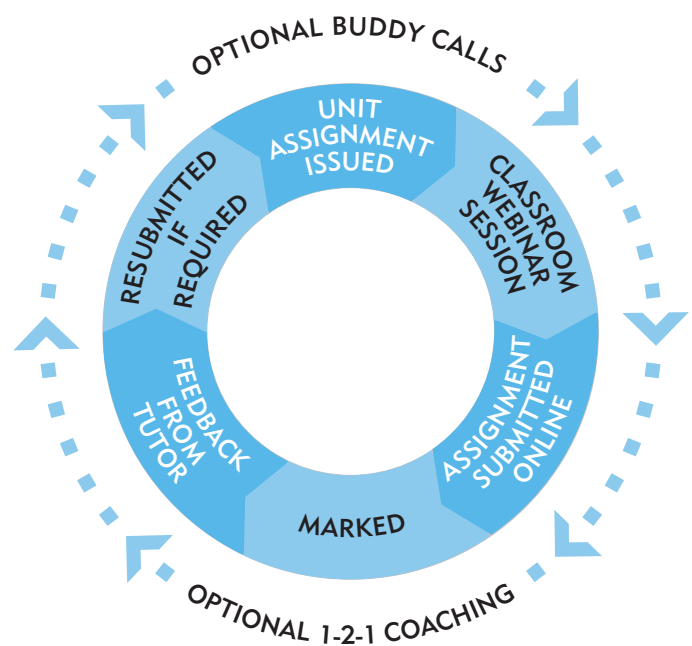
ISM APPROVED TRAINING PROVIDER

As an ISM Approved Training Centre, KSA Sales Solutions offers clients standalone sales qualifications with the option of integrating sales qualifications into bespoke sales development programmes. So as well as delivering measurable results in line with strategic aims and objectives, sales teams can achieve fully accredited and recognised qualifications that will enhance their personal and professional development. These skills can be transferred into the workplace and add value to the business.

WHO IS THE QUALIFICATION AIMED AT?

ISM qualification is directly relevant to all sales professionals. From those new to sales through to leaders and directors involved in strategic development;

- Demonstrating professionalism to customers
- Improving Sales performance
- Encouraging motivation through shared commitment
- Securing the right people through personal development
- Improving staff retention



MODULE OVERVIEW

LEVEL 2	SALES & MARKETING For salespeople in a first sales role	Credits	Mandatory	Optional
	Understanding laws & ethics of selling	3	✓	
	Understanding marketing	4	✓	
	Understanding buyer behaviour	3	✓	
	Sales targets	2	✓	
	Selling to customers	5		✓
	Understanding selling to customers	5		✓
	Telesales	5		✓
Level 2 Certificate in Sales & Marketing requires 4 Modules (17 Credits)				

LEVEL 3	SALES & MARKETING For established sales people	Credits	Mandatory	Optional
	Preparing & delivering a sales presentation	5	✓	
	Handling objections, negotiating & closing sales	6	✓	
	Understanding influences on buyer behaviour	3	✓	
	Understanding customer segmentation & profiling	4	✓	
	Understanding sales & marketing in organisations	4		✓
	Using market information for sales	5		✓
	Time & territory management for sales people	6		✓
	Planning for professional development	2		✓
	Prospecting for new business	4		✓
	Sales pipeline management	6		✓
Level 3 Certificate in Sales & Marketing requires 4 Modules (17 Credits)				
Level 3 Diploma in Sales & Marketing requires 8 Modules (37 Credits)				

LEVEL 4	SALES & MARKETING MANAGEMENT For aspiring sales & account managers	Credits	Mandatory	Optional
	Managing responsible selling	4	✓	
	Understanding segmentation, targeting & positioning	5	✓	
	Managing a sales team	6		✓
	Operational sales planning	5		✓
	Sales negotiations	5		✓
	Analysing the marketing environment	5		✓
	Finance for sales managers	7		✓
	Writing & delivering a sales proposal	4		✓
Level 6 Certificate in Sales & Marketing Management requires 4 Modules (18 Credits)				
Level 6 Diploma in Sales & Marketing Management requires 8 Modules (41 Credits)				

MODULE OVERVIEW

LEVEL 5	SALES & ACCOUNT MANAGERS For aspiring sales & account managers	Credits	Mandatory	Optional
	Managing responsible selling	4	✓	
	Understanding & developing customer accounts	8	✓	
	Understanding the integrated functions of sales & marketing	8	✓	
	Sales forecasts & target setting	6	✓	
	Leading a team	6		✓
	Coaching & mentoring	6		✓
	Designing, planning & managing sales territories	6		✓
	Analysing the financial potential & performance of customer accounts	6		✓
	Relationship management for account managers	6		✓
	Bid & tender management for account managers	6		✓
	Developing a product portfolio	6		✓
Level 5 Certificate in Sales & Account Managers requires 5 Modules (26 Credits)				
Level 5 Diploma in Sales & Account Managers requires 7 Modules (37 Credits)				

LEVEL 6	STRATEGIC SALES MANAGEMENT For senior sales managers & directors	Credits	Mandatory	Optional
	Leading a culture for responsible selling	7	✓	
	Leadership & management in sales	7		✓
	Planning & implementing sales & marketing strategy	7		✓
	Salesforce organisation	7		✓
	Sales forecasting & budgeting	7		✓
	Developing strategic relationships with major customers	7		✓
	Managing sales-related change	7		✓
	Developing & using customer insight	7		✓
Level 6 Certificate in Strategic Sales Management requires 4 Modules (28 Credits)				
Level 6 Diploma in Strategic Sales Management requires 8 Modules (56 Credits)				