

# 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).

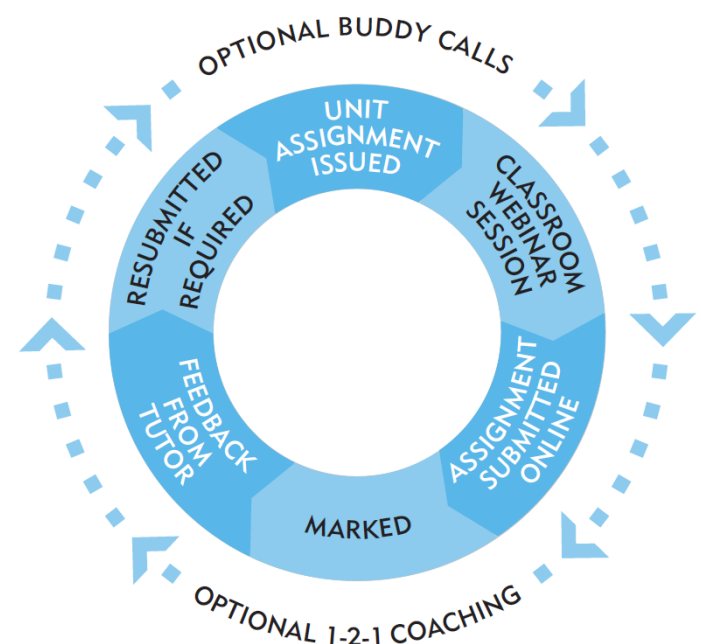
## ISM RECOGNISED TRAINING PROVIDER

As an ISM Recognised Training Centre, KSA Sales Solutions offers clients standalone sales qualifications with the option of integrating into bespoke sales development programmes. So as well as delivering measurable results in line with strategic aims and objectives, sales team 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 qualifications are directly relevant to all sales professionals. For 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



## QUALIFICATION ROADMAP

ISM Level	Qualification Options	Who is it for?
<b>2</b>  <b>SALES &amp; MARKETING</b>	<b>AWARD</b>  <b>CERTIFICATE</b>	<p>Introductory qualification designed for anyone new to a career in sales or is looking to become a skilled, successful sales professional.</p>
<b>3</b>  <b>SALES &amp; MARKETING</b>	<b>AWARD</b>  <b>CERTIFICATE</b>  <b>DIPLOMA</b>	<p>Designed for sales professionals who have at least one or two years' experience in the sales environment - equivalent to an A level or NVQ Level 3.</p>
<b>4</b>  <b>SALES &amp; MARKETING MANAGEMENT</b>	<b>AWARD</b>  <b>CERTIFICATE</b>  <b>DIPLOMA</b>	<p>Designed for sales professionals who are currently in a sales management or account management role - equivalent to a first year degree.</p>
<b>5</b>  <b>SALES &amp; ACCOUNT MANAGERS</b>	<b>AWARD</b>  <b>CERTIFICATE</b>  <b>DIPLOMA</b>	<p>Designed for established or aspiring sales managers, account managers or regional sales managers - equivalent to a Higher National Diploma or Foundation Degree.</p>
<b>6</b>  <b>STRATEGIC SALES MANAGEMENT</b>	<b>AWARD</b>  <b>CERTIFICATE</b>  <b>DIPLOMA</b>	<p>Designed for senior sales managers or sales directors looking to develop their sales management and strategic understanding.</p>

## MODULE OVERVIEW

### SALES & MARKETING

For salespeople in a first sales role

LEVEL  
2

Qualification	Credits • Mandatory*
201 Understanding Laws & Ethics of Selling	3 ✓
202 Understanding Marketing	4 ✓
203 Understanding Buyer Behaviour	3 ✓
204 Sales Targets	2 ✓
205 Selling to Customers	5
206 Understanding Selling to Customers	5
207 Telesales	5
*Level 2 Certificate in Sales & Marketing requires 4 Modules (17 Credits)	

### SALES & MARKETING

For established salespeople

LEVEL  
3

Qualification	Credits • Mandatory*
301 Preparing & Delivering a Sales Presentation	5 ✓
302 Handling Objections, Negotiating & Closing Sales	6 ✓
303 Understanding Influences on Buyer Behaviour	3 ✓
304 Understanding Customer Segmentation & Profiling	4 ✓
305 Understanding Sales & Marketing in Organisations	4
306 Using Market Information for Sales	5
307 Time & Territory Management for Salespeople	6
308 Planning for Professional Development	2
309 Prospecting for New Business	4
310 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)	

### SALES & MARKETING MANAGEMENT

For aspiring sales & account managers

LEVEL  
4

Qualification	Credits • Mandatory*
401 Managing Responsible Selling	4 ✓
402 Understanding Segmentation, Targeting & Positioning	5 ✓
403 Managing a Sales Team	6 ✓
404 Operational Sales Planning	5 ✓
405 Sales Negotiations	5
406 Analysing the Marketing Environment	5
407 Finance for Sales Managers	7
408 Writing & Delivering a Sales Proposal	4
Level 4 Certificate in Sales & Marketing Management requires 4 Modules (18 Credits)	
*Level 4 Diploma in Sales & Marketing Management requires 8 Modules (41 Credits)	

## MODULE OVERVIEW

### SALES & ACCOUNT MANAGERS

For established sales & account managers

LEVEL  
**5**

Qualification	Credits • Mandatory*
501 Managing Responsible Selling	4 ✓
502 Understanding & Developing Customer Accounts	8 ✓
503 Understanding the Integrated Functions of Sales & Marketing	8 ✓
504 Sales Forecasts & Target Setting	6 ✓
505 Leading a Team	6
506 Coaching & Mentoring	6
507 Designing, Planning & Managing Sales Territories	6
508 Analysing the Potential & Performance of Customer Accounts	6
509 Relationship Management for Account Managers	6
510 Bid & Tender Management for Account Managers	6
511 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 (44 Credits)	

### STRATEGIC SALES MANAGEMENT

For senior sales managers & directors

LEVEL  
**6**

Qualification	Credits • Mandatory*
601 Leading a Culture for Responsible Selling	7 ✓
602 Leadership & Management in Sales	7
603 Planning & Implementing Sales & Marketing Strategy	7
604 Salesforce Organisation	7
605 Sales Forecasting & Budgeting	7
606 Developing Strategic Relationships with Major Customers	7
607 Managing Sales-related Change	7
608 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)	

# ISM QUALIFICATION FEES



ISM Qualification	Course Fee	Course Fee
	Excluding VAT	Including VAT
Level 2 Award in Sales & Marketing	£375	£450
Level 2 Certificate in Sales & Marketing	£1370	£1644
Level 3 Award in Sales & Marketing	£410	£492
Level 3 Certificate in Sales & Marketing	£1350	£1620
Level 3 Diploma in Sales & Marketing	£2400	£2880
Level 4 Award in Sales & Marketing Management	£450	£540
Level 4 Certificate in Sales & Marketing Management	£1330	£1596
Level 4 Diploma in Sales & Marketing Management	£2460	£2952
Level 5 Award in Sales & Account Management	£530	£636
Level 5 Certificate in Sales & Account Management	£1800	£2160
Level 5 Diploma in Sales & Account Management	£2700	£3240
Level 6 Award in Strategic Sales Management	£570	£684
Level 6 Certificate in Strategic Sales Management	£1950	£2340
Level 6 Diploma in Strategic Sales Management	£3300	£3960

## All fees include:

- Study guides, materials and learning diary
- One-to-one tutor available online, through email and on the phone
- Work-based assignments including marking
- Access to the online community of ISM learners via forums
- Tutor support for 24 months
- ISM registration fees