



SALES QUALIFICATIONS

FROM THE INSTITUTE OF SALES MANAGEMENT (ISM)

WELCOME TO PROFESSIONAL ACADEMY

We're passionate about learning and development.
It's our mission to deliver the tuition, support and encouragement you need to expand your knowledge, sharpen your skills and gain new qualifications.


With exceptional pass rates, we're a market leader in helping professionals achieve accredited qualifications in management and leadership, sales, marketing and digital marketing – qualifications that will accelerate your career and set you on the path to success.

TALK TO US TODAY FOR A FREE PROFESSIONAL
DEVELOPMENT ASSESSMENT

Call 01223 365 505

email enquiries@professionalacademy.com





**"ANDY IS A FIRST-RATE SALES
TRAINER WHO IS AS FLUENT IN
THE THEORIES BEHIND SELLING AS
HE IS EXPERIENCED IN ACTUALLY
CLOSING DEALS. HE MAKES LEARNING
ENJOYABLE WHILE STRETCHING YOU
AT THE SAME TIME. MUCH CREDIT FOR
THE SUCCESSFUL COMPLETION OF MY
DIPLOMA GOES TO THIS MAN!"**

ISMM DIPLOMA IN SALES AND MARKETING STUDENT

OUR STUDY CENTRES

We run face-to-face workshops at our study centres nationwide.

LONDON – OXFORD CIRCUS

EAST – CAMBRIDGE

NORTH WEST – MANCHESTER

NORTH – LEEDS

SOUTH WEST – EXETER

CHANNEL ISLANDS – JERSEY

We also provide Lite distance learning packages to students worldwide.





WHAT MAKES US DIFFERENT?

THE COMPLETE PACKAGE

We offer both face-to-face and distance learning courses, supported by highly experienced tutors and advanced online resources. We're a one-stop-shop for transforming your career.

100% PASS GUARANTEE

We're so confident in our tutors and courses that we give everyone our 100% Pass Guarantee. If you're fully committed, we'll keep supporting you until you pass your chosen qualification, at no extra cost.

DO IT YOUR WAY

With flexible study options, interactive workshops and one-to-one tutor support, we help you fit learning around your full-time work, as and when it suits you, and make sure you have everything you need to succeed.

YOUR JOURNEY TO A BETTER CAREER STARTS HERE

THE BEST INVESTMENT YOU'LL EVER MAKE IS THE INVESTMENT YOU MAKE IN YOURSELF

Whether you want to stay up-to-date with best practice or gain the skills you need make the next step up, studying for a professional qualifications is the most direct route to furthering your career.

By gaining an internationally recognised qualification, you set yourself apart from your peers. You'll not only be increasing your knowledge and developing your abilities – with our support, you'll gain the confidence that comes from taking on a new challenge and succeeding.

MORE THAN JUST A QUALIFICATION

Some people think professional qualifications are simply a way to boost your CV and impress potential employers. We believe that learning and development are about so much more.

Our courses are built around the core syllabus for each qualification but designed to deliver practical skills and strategies you can apply in the workplace. Led by qualified tutors with real, sector-specific experience, our courses aim to make you the best at what you do – in theory and in practice.

STUDYING FOR A NEW QUALIFICATION IS ESSENTIAL IF YOU'RE:

- starting a new job
- wanting to excel in your current role
- looking to accelerate career progression
- planning a change of career
- wanting to improve your job prospects

BROADER KNOWLEDGE, DEEPER UNDERSTANDING

Professional development is not just about developing one specialism. Whatever level you're at, cross-training in skills outside your personal area of expertise – whether that's management, marketing or sales – is an invaluable way to expand your knowledge, become more versatile and gain a more complete understanding of your work.

“I WANT TO THANK YOU FOR ALL OF YOUR SUPPORT THROUGHOUT THE COURSE. YOU DEFINITELY MADE THINGS EASIER WHEN I WAS HAVING A FEW DOUBTING MOMENTS. I AM FINDING THE KNOWLEDGE GAINED FROM THE COURSE INVALUABLE, ESPECIALLY WITHIN MY CURRENT JOB, AND HAVE JUST RECEIVED A PAY RISE AND PROMOTION DUE TO THE COMPLETED QUALIFICATION.”

**CIM PROFESSIONAL CERTIFICATE
IN MARKETING STUDENT**



WHY STUDY WITH PROFESSIONAL ACADEMY?

START ANY TIME

You don't have to wait for a specific entry date to start studying for a qualification. Start when you want and go at your own pace.

EXPERIENCE

From our tutors to our support staff, we have decades of experience helping professionals gain new qualifications.

PASSION

We believe that everyone can gain new skills, new qualifications and renewed confidence by studying with us, and we're passionate about making it happen.

SUPPORT

You're never alone when you study with us. Our carefully designed courses and flexible learning options make things as easy as possible, and we're always available when you need help.

PASS RATES

Thanks to our commitment to support each individual studying with us, our pass rates consistently exceed the global and national averages for the qualifications we provide.

WHAT WE OFFER

100% PASS GUARANTEE

Whether you sign up for a complete course or a single module, we're totally committed to supporting you until you achieve your goals.

Our 100% Pass Guarantee means that we will continue to provide tutor support and access to all the relevant online resources, workshops and study materials free of charge until you pass all of your modules and qualifications.

You can find out more at

www.professionalacademy.com/pass-guarantee

ONE-TO-ONE TUTOR SUPPORT

Professional Academy tutors deliver engaging, informative workshops and provide one-to-one support, giving invaluable feedback and advice.

Our tutors are hand-picked not just for their skills as educators and motivators, but also for their years of real-world experience working in their chosen sector. They offer the kind of first-hand knowledge that makes the theory come alive and can link what you're learning to your own experience in the workplace.

Many of our tutors are also examiners or assessors for the professional qualification awarding bodies themselves. This gives them an unrivalled understanding of the syllabus and assessment requirements of your chosen qualification.

WORKSHOPS

At our interactive, tutor-led workshops you'll feel the full benefit of face-to-face tuition. Our workshops are carefully designed around the course syllabus, giving you everything you need to tackle the final assessment. At the same time, our experienced tutors will provide a wealth of practical knowledge you can apply directly to your day-to-day job.

Learning alongside other students, you'll be able to discuss and debate the topics covered in each module and, in most cases, you'll leave with a fully prepared assignment plan. It's also a great opportunity to network with other forward-thinking professionals in your field.

We run two kinds of workshops at our study centres:

- **Intensive workshops** take place over one or two full days, either during the week or including part of the weekend, reducing the amount of time you have to take off work.
- **Evening workshops** are available for many courses and offer exactly the same content spread over a series of evening sessions, minimising any disruption to your work.

LITE LEARNING

For those who don't want or don't have time to attend workshops, we offer complete distance learning packages, so you can to study from home and work at your own pace. You'll be allocated your own Support Tutor who will guide you through each module and the final assessment.

LEARNING RESOURCES

On top of the interactive learning resources available online, we'll supply you with a complete set of study materials, including study guides created by us and not available anywhere else. Resources include:

- **Study handbook and Assignment Guide** explaining the learning and assessment process and developing your study skills
- **Study Guide** for each module, written by the course tutor and containing everything you need to know, including assessment guidelines and essential reading
- **Course Text Books** carefully selected to support each module and syllabus

THE REFINERY

The Refinery in our advanced online learning management system. You can access it from anywhere, at any time using a PC or smartphone.

- Book workshops and manage your study plan
- Contact your personal Support Tutor
- Chat with other students
- Access interactive e-learning modules and live classrooms
- Download study guides and learning resources
- View past assignments and exam questions

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 only global provider of OFQUAL accredited sales qualifications designed for sales people by 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.ismeducation.co.uk



“Our trainer was a first-rate sales trainer who is as fluent at the theories behind selling as he is experienced at actually closing the deals. They made the learning enjoyable while stretching you at the same time. Much credit for the successful completion of my Diploma goes to them”

Reza, ISM Diploma in Sales and Marketing.

SALES QUALIFICATIONS

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.

CERTIFICATE IN SALES AND MARKETING - **LEVEL 2**

FROM THE INSTITUTE OF SALES MANAGEMENT (ISM)

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 about workshop dates please visit www.professionalacademy.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

DIPLOMA IN SALES & MARKETING - **LEVEL 3**

FROM THE INSTITUTE OF SALES MANAGEMENT (ISM)

Focusing on the practical skills of selling this qualification considers the importance of marketing, the sales theory, and your personal presentation and management.

WHO IS IT FOR?

This course is designed specifically for practising salespeople who have gained some experience but would like to build on their theoretical knowledge.

ENTRY REQUIREMENTS

There are no formal entry requirements however we find that this level is most suited if you have a minimum of two A-Levels or equivalent and at least one year's sales experience or a minimum of two years 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?

This qualification consists of a combination of units. To achieve the full diploma, students will need to complete each of the mandatory units plus any of the optional units totalling a minimum of 20 credits.

You can start to study at any time and the Diploma in Sales & Marketing will typically take approximately 12 months to complete.

You can choose to study at a faster or slower pace to suit your requirements and we commit ourselves to support all our students for up to a maximum of two years.

For more information about workshop dates please visit www.professionalacademy.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
Preparing and Delivering a Sales Presentation	This unit aims to provide the necessary skills for preparing, developing and delivering sales presentations including considering the customer's needs and preparing a presentation to meet those needs.	Work-based assignment	Mandatory
Handling Objections, Negotiating & Closing Sales	Learn how to handle and overcome sales objections and to negotiate in order to be able to close the sale effectively.	Work-based assignment	Mandatory
Understanding Influences on Buying Behaviour	Learn how to respond to different members of the decision making unit, whether in consumer markets or organisational markets.	Work-based assignment	Mandatory
Understanding Customer Segmentation and profiling	Build on your knowledge of customer groups through profiling and segmentation activities.	Work-based assignment	Optional (4 credits)
Understanding Sales and Marketing in Organisations	Understanding the factors that can cause conflict between sales and marketing departments as well as an understanding of the ways that collaboration can benefit both departments.	Work-based assignment	Optional (4 credits)
Using Market Information for Sales	Learn how to obtain and analyse information that helps to understand the markets that are sold into.	Work-based assignment	Optional (5 credits)
Time and Territory Management for Sales People	Learn the skills needed to plan use of time and plan sales calls to enable you to meet your sales targets, and to develop a plan to manage sales within a sales territory.	Work-based assignment	Optional (6 credits)
Planning for professional development	This unit enables learners to develop knowledge and skills for managing own professional development to enhance career progression.	Work-based assignment	Optional (2 credits)
Prospecting for New Business	This unit aims to enable the learner to source sales leads and achieve an initial appointment with the decision-maker.	Work-based assignment	Optional (4 credits)
Sales Pipeline Management	Learn how to pro-actively manage the sales cycle to convert potential customers into actual customers and to close sales.	Work-based assignment	Optional (6 credits)

DIPLOMA IN SALES AND MARKETING – **LEVEL 4**

FROM THE INSTITUTE OF SALES MANAGEMENT (ISM)

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 about workshop dates please visit www.professionalacademy.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)

DIPLOMA IN SALES AND ACCOUNT MANAGEMENT – **LEVEL 5**

FROM THE INSTITUTE OF SALES MANAGEMENT (ISM)

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

DIPLOMA IN STRATEGIC SALES MANAGEMENT – **LEVEL 6**

FROM THE INSTITUTE OF SALES MANAGEMENT (ISM)

This qualification enables you to plan and develop courses of action to underpin substantial change or development at a strategic level, as well as exercise broad autonomy and judgement.

WHO IS IT FOR?

This course is designed specifically for practising high calibre Senior Sales and Account Managers who would like to develop their sales knowledge to incorporate a management and strategic understanding.

ENTRY REQUIREMENTS

There are no formal educational requirements, but entrants will have either completed the ISMM Level 5 qualification or have a minimum of 5 years sales experience with at least 1 year in a senior sales position.

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 Strategic Sales and Management consists of a combination of units and students wishing to gain the full diploma are required to complete all units.

Students only wishing to achieve a Certificate there is one mandatory unit and a choice of any three optional units.

The Diploma in Strategic Sales Management will typically take between 12 to 15 months to complete and the Certificate in Strategic Sales Management will typically take 9 to 12 months to complete.

MODULE OVERVIEW

Module title	Description	Assessment	Mandatory/Optional
Leading a Culture for Responsible Selling	The aim of this unit is to support knowledge and understanding necessary to identify and implement an ethically, legally and socially responsible sales culture in a sector.	Work-based assignment	Mandatory
Leadership and Management in sales	This unit aims to support knowledge and understanding and develop the skills necessary to provide leadership and management to the members of the salesforce.	Work-based assignment	Mandatory (Optional For Certificate)
Planning and Implementing Sales and Marketing Strategy	The aim of this unit is to support knowledge, understanding and skills to develop sales and marketing strategies and plans in an organisation.	Work-based assignment	Mandatory (Optional For Certificate)
Salesforce Organisation	The aim of this unit is to support knowledge and understanding and develop the skills necessary to be able to manage salesforce organisation.	Work-based assignment	Mandatory (Optional For Certificate)
Sales Forecasting and Budgeting	This unit aims to provide the knowledge and understanding needed to prepare sales forecasts and budgets.	Work-based assignment	Mandatory (Optional For Certificate)
Developing Strategic Relationships With Major Customers	This unit aims to provide the knowledge and skills needed to manage and develop business relationships at a strategic level with major customers.	Work-based assignment	Mandatory (Optional For Certificate)
Managing Sales-Related Change	Gain the knowledge needed to lead sales-related change. This involves the need to communicate reasons for and benefits of change to gain commitment for the change programme.	Work-based assignment	Mandatory (Optional For Certificate)
Developing and Using Customer Insight	This unit aims to provide the knowledge and skills needed to manage customer insight to assist the achievement of sales objectives.	Work-based assignment	Mandatory (Optional For Certificate)

ISM QUALIFICATION FEES

If you are not sure which qualification you are most suited contact us on **01223 365 505** or **enquiries@professionalacademy.com** and we can advise you further.

ISM COMPLETE LEARNING PACKAGE

Both the ISM Complete Learning Packages include everything you will need to complete your studies.

WHAT IS INCLUDED?

- all study material - including study guide and book pack
- online resources including interactive eLearning
- a tutor-led workshop (or equivalent) for each module
- personal advisor
- tutor feedback on assessments
- personal tutor support for up to two years
- pass guarantee
- all ISM registration fees

Qualification title	Price excluding VAT	Price including VAT
Level 3 Award in Sales & Marketing	£405.00	£486.00
Level 3 Certificate in Sales & Marketing	£1515.00	£1818.00
Level 3 Diploma in Sales & Marketing	£2625.00	£3150.00
Level 4 Award in Sales & Marketing Management	£540.00	£648.00
Level 4 Certificate in Sales & Marketing Management	£1520.00	£1824.00
Level 4 Diploma in Sales & Marketing Management	£2725.00	£3270.00
Level 5 Award in Sales & Account Management	£515.00	£618.00
Level 5 Certificate in Sales & Account Management	£1905.00	£2286.00
Level 5 Diploma in Sales & Account Management	£3195.83	£3835.00
Level 6 Award in Strategic Sales Management	£555.00	£666.00
Level 6 Certificate in Strategic Sales Management	£1995.00	£2394.00
Level 6 Diploma in Strategic Sales Management	£3475.00	£4170.00



ISM DISTANCE LEARNING (LITE) PACKAGE

Both the ISM Distance Learning Packages include everything you will need to complete your studies.

WHAT IS INCLUDED?

- pass guarantee
- virtual learning environment
- all study material - including study guides
- all ISM registration fees
- personal tutor support for up to two years
- tutor feedback on assessments
- past exam/assignment samples & examiners reports

Qualification title	Price excluding VAT	Price including VAT
Level 2 Award in Sales & Marketing	£295.00	£354.00
Level 2 Certificate in Sales & Marketing	£1335.00	£1602.00
Level 3 Award in Sales & Marketing	£340.00	£408.00
Level 3 Certificate in Sales & Marketing	£1250.00	£1500.00
Level 3 Diploma in Sales & Marketing	£2300.00	£2760.00
Level 4 Award in Sales & Marketing Management	£380.00	£408.00
Level 4 Certificate in Sales & Marketing Management	£1405.00	£1686.00
Level 4 Diploma in Sales & Marketing Management	£2455.00	£2946.00
Level 5 Award in Sales & Account Management	£405.00	£486.00
Level 5 Certificate in Sales & Account Management	£1500.00	£1800.00
Level 5 Diploma in Sales & Account Management	£2350.00	£2820.00
Level 6 Award in Strategic Sales Management	£440.00	£528.00
Level 6 Certificate in Strategic Sales Management	£1625.00	£1950.00
Level 6 Diploma in Strategic Sales Management	£2910.00	£3492.00

COURSE DELIVERY OPTIONS

WE OFFER TWO DIFFERENT COURSE DELIVERY OPTIONS –
PREMIUM AND LITE.

Lite: A complete and comprehensive distance learning package, incorporating one-to-one tutor support, the full suite of course materials and access to powerful online learning resources.

Premium: All of the above, with the added benefit of face-to-face, tutor-led workshops where you will learn alongside other students.

	Premium	Lite
Course materials:		
Study handbook	✓	✓ (download only)
Tutor-written study guides	✓	✓ (download only)
Digital Course Resources	✓	✓
Physical Copies of Core text books	✓	
The Refinery:		
E-learning modules	✓	✓
Download resources	✓	✓
View assignments	✓	✓
Book workshops	✓	
One-to-one tutor support:		
Guidance and advice	✓	✓
Assignment feedback	✓	✓
Workshops:		
Intensive workshops	✓	
Evening workshops	✓ (where applicable)	

FREQUENTLY ASKED QUESTIONS

Q. DO I REALLY NEED A QUALIFICATION?

That depends. Do you really want to advance your career?

An accredited qualification from an internationally respected awarding body not only shows prospective employers that your skills are up to scratch and up to date – it tells them that you're a resourceful, highly motivated individual with the will to succeed. And if you aiming high, senior posts increasingly require masters-level qualifications at the very least. The sooner you get on the ladder, the faster you can climb.

Q. WHICH QUALIFICATION IS RIGHT FOR ME AND WHAT LEVEL DO I START AT?

With so many different courses, modules and qualifications on offer, it can be hard to figure out the best route to take. That's where we come in.

Call us any time and we'll be happy to talk you through your options. Tell us about your background, your current role and, most importantly, where you want to take your career, and we'll help you identify the course and qualification that will deliver the greatest benefit.

Q. WILL I REALLY BE ABLE TO DO IT?

If it's been a long time since you last took an exam or submitted coursework, the idea of stepping back into the classroom can be daunting. But with help from our experienced tutors and friendly support staff, we promise that you can and will succeed.

We believe that anyone can learn new skills and achieve their goals, and we've been proved right time and time again. Our pass rates are consistently above average – our students keep surprising themselves, but we're not surprised. Even if you don't pass first time, our 100% Pass Guarantee means that, if you're willing to put in the work, we'll keep supporting you until you do.

Q. HAVE I GOT THE TIME?

You might be wondering how on earth you would find the time to study for a qualification on top of a full-time job. But one of the great things about studying with Professional Academy is that we fit the course around you, not the other way around.

With study centres all over the country and a range of different course options and e-learning packages, we can plan a study programme that fits around your work and home life. You can start when you want, go at your own pace and study without stress.

Q. CAN I AFFORD IT?

Studying for a new qualification is a significant investment in terms of both time and money. But if you consider the personal and financial benefits that new skills, a better job and a higher salary will bring, both now and for years to come, the return on your investment is huge.

We'll do everything we can to help. If you're hoping that your employer will finance your training, we can supply all of the facts, figures and supporting information you need to convince them that it's a sound investment. If you're planning to pay for it yourself, we can offer a range of staggered payment options that will make it easy to manage.

Professional Academy is a market leader in professional learning and development. We've trained professionals working at some of the foremost companies in every sector, including:

GOVERNMENT

Arts Council London
Bedfordshire County Council
British Waterways
Business Link
Children's Workforce
Development Council
DEFRA
Devon and Cornwall
Constabulary
Disability Rights Commission
Environment Agency
Guernsey Police
Land Registry
Met Office
Metropolitan Police
Peterborough City Council
States of Jersey
The Falkland Islands
Government
UK Border Agency
Wandsworth Borough Council
Westminster City Council

EDUCATION

Bangor Business School
Bradford University
Cambridge Education
Cambridge ESOL
Cardiff University
City College Plymouth
College of Medicine &
Veterinary Medicine
Kings College London
Northumbria University
University of Portsmouth
University of the Arts
University of Ulster
University of Westminster
University of York

FINANCIAL

Abbey National Offshore
American Express
AXA Sun Life Services
Bank of Scotland
International
Barclays Bank plc
Endsleigh Insurance Services
Halifax plc
HSBC Bank plc
KPMG
Lloyds TSB
Natwest
Price Waterhouse Coopers
RBS International
Royal Bank of Canada
Royal Bank of Scotland
Scottish Equitable
Visa Europe
Zurich Insurance Plc

CHARITIES & ASSOCIATIONS

Chartered Physiotherapists
Battersea Dogs Home
Cancer Research UK
Design Council
Jersey Heritage Trust
Law Society
Linkage Community Trust
National Association of
Goldsmiths
RSPB
The Royal Society

FOOD & DRINK

Arla Foods
Baxters Food Group
Brita Water Filter Systems
Cadbury plc
Carlsberg UK
Dairy Crest Ltd
Dominos Pizza Group
Heinz Frozen & Chilled Foods
Innocent Drinks

Kellogg Company

Kraft Foods
Masterfoods Ltd
Molson Coors Brewers Ltd
Nestle UK
Premier Foods
Sainsbury's
Tate & Lyle
Young's Seafood Ltd

OTHER COMMERCIAL

Bovis Lend Lease
British Nuclear Group
Corgi
Corus Construction and
Industrial
Countryside Properties
EDF Energy
Mitie Group plc
Novatec
NPower
Riba Bookshops
Tarmac
UKAEA
UK Hydrographic Office
Velux
Willmott Dixon Construction

FOREIGN

AMRI University of
New Orleans
British American Business Inc
Deutsche Bank International
Ecobank Nigeria plc
Fidelity Business
Services India
Ghana Telecom
Guinness Nigeria
National Starch & Chemical
Neways International
Unibank
Unilever Nigeria plc
United Nations Development
Programme

TRANSPORT

Arriva Yorkshire
Birmingham International
Airport
British Airways
City Link
Emirates
Flybe
Honda (UK)
NCP
Porche East London
RAC Motoring Services
Rail Europe
South West Trains
Transport for London
Tube Lines

TECHNOLOGY & COMMUNICATIONS

British Telecom
BskyB
Cambridge University Press
DHL
Discovery Channel
Guernsey Post
Hewlett Packard
Jersey Telecom
Macmillan Publishers
Microsoft
National Geographic
Channel
O2 UK Ltd
Royal Mail
Siemens plc
Tiscali UK
TOMTOM
Twentieth Century Fox
Vodafone
Xerox

RETAIL & LEISURE

Amazon
Avon Cosmetics
Best Western Hotels
Britannia Hotel
Centrale Shopping Centre
Christies
City of London Festival
Dixons Group Plc
Hallmark Cards
Hamblins LLP
Hilton Hotels
Holiday Inn
Jersey Tourism
John Lewis
Lastminute.com
Motorola
Olympus Sportswear
Premier Inn
Scottish FA
The FA Premier League
Travellex
Travelocity
TUI Travel PLC
Velcro
Virgin Holidays
West Yorkshire Playhouse

HEALTH

American Optical UK
Astra Zeneca
NHS Trust
GE Healthcare
GlaxoSmithKline
Guys and St Thomas
NHS Trust
Napp Pharmaceuticals
National Blood Service
Prestige Nursing
Rentokil Initial
Practitioners
Royal College of Nursing
St Andrews Healthcare
St John Ambulance

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