



# 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 [www.ismm.co.uk](http://www.ismm.co.uk)



### 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



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## 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 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.

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# CERTIFICATE IN SALES AND MARKETING - LEVEL 2

FROM THE INSTITUTE OF SALES AND MARKETING MANAGEMENT (ISMM)

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](http://www.professionalacademy.com)**

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## 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

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# DIPLOMA IN SALES & MARKETING - LEVEL 3

FROM THE INSTITUTE OF SALES AND MARKETING MANAGEMENT (ISMM)

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.

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## 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)





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# DIPLOMA 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.

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## 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)







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# DIPLOMA IN SALES AND ACCOUNT MANAGEMENT - LEVEL 5

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.



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## MODULE OVERVIEW

Module title	Description	Assessment	Mandatory/ Optional
<b>Managing Responsible Selling</b>	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.	<b>Work-based assignment</b>	<b>Mandatory</b>
<b>Understanding and Developing Customer Accounts</b>	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.	<b>Work-based assignment</b>	<b>Mandatory</b>
<b>Understanding the Integrated Functions of Sales and Marketing</b>	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.	<b>Work-based assignment</b>	<b>Mandatory</b>
<b>Sales Forecasts and Target Setting</b>	This unit aims to develop knowledge and understanding of forecasting sales and setting sales targets for your own area of responsibility.	<b>Work-based assignment</b>	<b>Mandatory for Diploma (6 Credits) SM</b>
<b>Leading a Team</b>	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.	<b>Work-based assignment</b>	<b>Optional (6 Credits) SM</b>
<b>Coaching and Mentoring</b>	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.	<b>Work-based assignment</b>	<b>Optional (6 credits) SM</b>
<b>Designing, Planning and Managing Sales Territories</b>	Develop the knowledge and understanding of the design, planning and management of sales territories and the work of the sales team in those territories.	<b>Work-based assignment</b>	<b>Optional (6 credits) SM</b>
<b>Analysis the Financial Potential and Performance of Customer Accounts</b>	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.	<b>Work-based assignment</b>	<b>Optional (6 credits)AM</b>
<b>Relationship Management for Account Managers</b>	This unit aims to provide knowledge and skills for relationship management in sales.	<b>Work-based assignment</b>	<b>Optional (6 credits)AM</b>
<b>Bid and Tender Management for Account Managers</b>	This unit aims to provide knowledge and skills for bid and tender management.	<b>Work-based assignment</b>	<b>Optional (6 credits)AM</b>
<b>Developing a Product Portfolio</b>	This unit aims to provide the knowledge and skills for determining selling priorities across a portfolio of products/ services.	<b>Work-based assignment</b>	<b>Optional (6 credits) SM / AM</b>





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# DIPLOMA IN STRATEGIC SALES MANAGEMENT - LEVEL 6

FROM THE INSTITUTE OF SALES AND MARKETING MANAGEMENT (ISMM)

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.

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## MODULE OVERVIEW

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

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