

# SALES SUPERSTARS



*Pump rocket-fuel into your professional development with online sales training!*

Are you ready to become a Sales Superstar? Growth Engineering have created a library of accredited sales training content to help you earn Level 2, 3, 4 and 5 Awards, Certificates and Diplomas from The Institute of Sales & Marketing Management. Each unit has a credit that tells you roughly how long it takes to complete – one credit represents about 10 hours' work. Here we'll look to answer the big questions: What does this all mean, how much will it cost and what is the best qualification to suit your needs?

## LEVEL 2 SALES AND MARKETING MANAGEMENT

Level 2 ISMM qualifications are aimed at new or aspiring sales professionals with little or no experience of sales. Learners aren't required to have any prior learning in sales or any work experience in sales, but may have some experience of buying or retail. In total there are 8 ISMM qualifications available at Level 2:

- 7 single-unit Awards
- 1 composite-unit Certificate

By working your way through single-unit Awards you stock up credits, which go towards completing the Certificate. Please note: ISMM Unit 206 is not available as part of the Sales Superstar library. There is no Diploma at Level 2.

**Level 2 Certificate:** To complete a Level 2 Sales and Marketing Certificate you will need to complete mandatory ISMM units U201, U202, U203 and U204, plus either U205 or U207. This will total 17 credits – the requisite amount for passing a Level 2 Certificate.

## LEVEL 3 SALES AND MARKETING MANAGEMENT

Level 3 ISMM qualifications are aimed at practising or aspiring sales and marketing professionals seeking to raise their ability to meet and move beyond their sales targets. Non-sales specialists may also find them relevant if the sales process is incorporated into their role. This may include project managers, business managers and technical staff who discuss customer requirements as part of the sales process. Level 3 qualifications are equivalent to A Levels. In total there are 12 ISMM qualifications available at Level 3:

- 10 single-unit Awards
- 1 composite-unit Certificate
- 1 composite-unit Diploma

By working your way through single-unit Awards you stock up credits, which go towards completing Certificates and Diplomas.

**Level 3 Certificate:** To complete a Level 3 Sales and Marketing Certificate you will need to complete mandatory ISMM units U201, U301, U302 and U303. This will total 17 credits – the requisite amount for passing a Level 3 Certificate.

**Level 3 Diploma:** To complete a Level 3 Sales and Marketing Diploma you will need to complete mandatory ISMM units U201, U301, U302 and U303 and gather a total of 37 credits.

## LEVEL 4 SALES AND MARKETING MANAGEMENT

Level 4 qualifications are designed for sales professionals in an operational sales role, often managing others and allocating resources. They cover theoretical sales, practical sales, marketing knowledge and the skills required by aspiring sales managers and practising sales managers to enable them to succeed in the workplace. Level 4 qualifications are equivalent to a first year degree or Higher National certificate. In total there are 10 ISMM qualifications available at Level 4:

- 8 single-unit Awards
- 1 composite-unit Certificate
- 1 composite-unit Diploma

As with Level 3 Awards, you can work through the Level 4 single-unit Awards and stock up credits, which will contribute towards completing Certificates and Diplomas.

**Level 4 Certificate:** To complete a Level 4 Sales and Marketing Certificate you will need to complete the mandatory ISMM units U401 and U402 and amass a total of 17 credits.

**Level 4 Diploma:** To complete a Level 4 Sales and Marketing Diploma you will need to complete all 8 Level 4 single-unit awards (U401, U402, U403, U405, U406, U407 and U408), amassing a total of 41 credits.

## LEVEL 5 SALES AND MARKETING MANAGEMENT

Level 5 qualifications are designed for established or aspiring sales managers, account managers, regional sales managers or regional/key account managers. They cover developing customer accounts, sales forecasts and target setting, leading a team and coaching. In total there are 13 ISMM qualifications available at Level 5:

- 11 single-unit Awards
- 1 composite-unit Certificate
- 1 composite-unit Diploma

As with the previous Awards, you can work through the Level 5 single-unit Awards and stock up credits, which will contribute towards completing Certificates and Diplomas.

**Level 5 Certificate:** To complete a Level 5 Sales and Marketing Certificate you will need to complete the mandatory ISMM units U401, U501, U502, U503, totalling 26 credits.

**Level 5 Diploma:** To complete a Level 5 Sales and Marketing Diploma, learners must complete the mandatory ISMM units U401, U501 and U502, plus four optional units, to total 44 credits.

The recommended optional units for Sales Managers are: U503, U504, U505, U506, U507.

The recommended optional units for Account Managers are: U503, U508, U509, U510.

## TABLE OF COSTS

The table below details the different qualifications available, complete with credit values and cost. Each Award comes with the following:

- A full instruction document
- A set of notes
- The eLearning module
- The Assignment

Title	Unit Code	Credit Value	Cost
Level 2 Award in Understanding laws and ethics of selling	A201	3	£220+VAT
Level 2 Award in Understanding marketing	A202	4	£220+VAT
Level 2 Award Understanding buyer behaviour	A203	3	£220+VAT
Level 2 Award in Sales targets	A204	2	£220+VAT
Level 2 Award in Selling to customers	A205	5	£220+VAT

<b>Level 2 Award in Telesales</b>	A207	5	£220+VAT
<b>Level 2 Certificate in Sales and Marketing</b>	C201	17	£860+VAT

<b>Title</b>	<b>Unit Code</b>	<b>Credit Value</b>	<b>Cost</b>
<b>Level 2 Award in Understanding laws and ethics of selling</b>	A201	3	£220+VAT
<b>Level 3 Award in preparing and delivering a sales presentation</b>	A301	5	£240+VAT
<b>Level 3 Award in Handling objections, negotiating and closing sales</b>	A302	6	£240+VAT
<b>Level 3 Award in Understanding influences on buyer behaviour</b>	A303	3	£240+VAT
<b>Level 3 Award in Understanding customer segmentation and profiling</b>	A304	4	£240+VAT
<b>Level 3 Award in Understanding Sales and Marketing in Organisations</b>	A305	4	£240+VAT
<b>Level 3 Award in Using marketing information for sales</b>	A306	5	£240+VAT
<b>Level 3 Award in Time and territory management</b>	A307	6	£240+VAT
<b>Level 3 Award in Planning for professional development</b>	A308	2	£240+VAT
<b>Level 3 Award in Prospecting for new business</b>	A309	4	£240+VAT
<b>Level 3 Award in Sales pipeline management</b>	A310	6	£240+VAT
<b>Level 3 Certificate in Sales and Marketing</b>	C301	17	£930+VAT
<b>Level 3 Diploma in Sales and Marketing</b>	D301	37	£1,800+VAT

<b>Title</b>	<b>Unit Code</b>	<b>Credit Value</b>	<b>Cost</b>
<b>Level 4 Award in Managing responsible selling</b>	A401	4	£260+VAT
<b>Level 4 Award in Understanding segmentation, targeting and positioning</b>	A402	5	£260+VAT
<b>Level 4 Award in Managing a sales team</b>	A403	6	£260+VAT
<b>Level 4 Award in Operational sales planning</b>	A404	5	£260+VAT
<b>Level 4 Award in Sales negotiations</b>	A405	5	£260+VAT
<b>Level 4 Award in Analysing the marketing environment</b>	A406	5	£260+VAT
<b>Level 4 Award in Finance for sales managers</b>	A407	7	£260+VAT
<b>Level 4 Award in Writing and delivering a sales proposal</b>	A408	4	£260+VAT
<b>Level 4 Certificate in Sales and Marketing Management</b>	4C01	18	£990+VAT
<b>Level 4 Diploma in Sales and Marketing Management</b>	4D01	41	£1,880+VAT

<b>Title</b>	<b>Unit Code</b>	<b>Credit Value</b>	<b>Cost</b>
<b>Level 4 Award in Managing responsible selling</b>	A401	4	£260+VAT
<b>Level 5 Award in Understanding and developing customer accounts</b>	A501	8	£280+VAT
<b>Level 5 Award in Understanding the integrated functions of sales and marketing</b>	A502	8	£280+VAT
<b>Level 5 Award in Sales forecasts and target setting</b>	A503	6	£280+VAT
<b>Level 5 Award in Leading a team</b>	A504	6	£280+VAT
<b>Level 5 Award in Motivation and compensation for sales teams</b>	A505	6	£280+VAT
<b>Level 5 Award in Coaching and mentoring</b>	A506	6	£280+VAT
<b>Level 5 Award in Designing, planning and managing sales territories</b>	A507	6	£280+VAT
<b>Level 5 Award in Analysing the financial potential and performance of customer accounts</b>	A508	6	£280+VAT
<b>Level 5 Award in Relationship management for account managers</b>	A509	6	£280+VAT
<b>Level 5 Award in Bid and tender management for account managers</b>	A510	6	£280+VAT
<b>Level 5 Award in Developing a product portfolio</b>	A511	6	£280+VAT
<b>Level 5 Certificate in Sales and Account Management</b>	C501	26	£1,050+VAT
<b>Level 5 Diploma in Sales and Account Management</b>	D501	44	£1,950+VAT