



Institute of Sales  
Professionals

# Be internationally certified in Sales Professional



## Why ISP?

The Institute of Sales Professionals (ISP) is an internationally recognized professional sales body, which advances and promotes excellence in the sales profession. It is a community of sales professionals building standards of excellence, diversity and education ensuring the best knowledge, understanding, skills and practice in the sales profession.

## Certificate in Sales Professionalism Level 3

## Who Should attend?

The qualifications are suitable for individuals working in, or hoping to work in, a variety of selling and sales representative roles, with selling to clients, customers, and businesses as a major component. By achieving the qualifications learners will cover the required essentials of selling and sales representation at this level. The core units cover the extremely important areas of:



Product  
knowledge



Winning  
businessand



Proposals and  
negotiation



Sales  
presentations



Selling



## Program Summary

The ISP Level 3 Certificate (VRQ) are qualifications aimed at individuals who intend to develop and gain formal recognition of their knowledge, skills, behaviors and competence of working in a sales professional role.

### Level 3

## Certificate in Sales Professionalism

- Undertake sales presentations and demonstrations
- Negotiating, handling objections, and closing sales
- Generating new opportunities and prospects
- Monitor products/services for cross selling and up-selling

## Duration

Certificate in Sales Professionalism (2months)

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