



# Be internationally certified in Sales

## 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.

## 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.

**Level 4** Certificate in Executive Sales Professionalism

Diploma in Executive Sales Professionalism

# Program Summary

The **ISP Level 4 Certificate & Diploma in Sales Professionalism (VRQ)** are qualifications aimed at individuals who intend to develop and gain formal recognition of their knowledge, skills, behaviours and competence of working in a sales professional role.

## Level 4

### Certificate in Executive Sales Professionalism

- Build and retain effective sales relationships
- Manage sales territories or portfolios
- Determine selling priorities across a portfolio
- Develop sales proposals and quotations

## Level 4

### Diploma in Executive Sales Professionalism

- Obtain and analyse sales related information
- Using sales technology systems
- Manage sales pipeline of prospects
- Sell products to international markets
- Monitor and evaluate information for sales planning



Product knowledge



Winning business and



Proposals and negotiation



Sales presentations



Selling

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