

# Essential Foundation of Sales Management ISM Accreditation

Dave Millichap recently commented on the Essential Foundation of Sales Management course delivered by Reed Consultants and the associated benefit of ISM accreditation and membership.

*"Sue has been a phenomenal supporter of the ISM's work over many years and shares our drive to provide only the highest quality Sales education."*

*Last year Reed Consultants 'Essential Foundation of Sales Management Programme' was officially endorsed by the ISM's Education team as recognition of its high standard of content and delivery. Indeed, I have spoken to a number of young Sales Professionals who have completed the course and praised Sue for her support and dedicated approach to helping them progress in their careers. An example of this has been the result of a Sales Graduate being awarded the BESMA Rising Stars Award.*

*Sue's Sales Training has also been recognised on a national level at The British Excellence in Sales Management Awards (BESMA) leading to her appointment as a judge for 2018. She is also an ISM Mentor who ensures that sales is recognised as a profession in its own right, with a clear talent development career pathway".*



Dave Millichap (FISM),  
Corporate Account Director  
Institute of Sales Management

Delegates who successfully complete the course will automatically become Executive members of the Institute of Sales Management (EISM).

## Equipped to Excel



Executive level members will have gained more experience and expertise as they have progressed in their career, although they will be currently employed at pre-management level. They may not yet be regarded or employed as a sales leader but may possess leadership qualities and abilities. Again, Executive members will be looking for progression within their career and committed to personal development involving accredited learning acquisition to assist them in enhancing their position.

The benefits of becoming an Executive member are extensive and include:

- Authorisation to use EISM post-nominal letters and official logo on business correspondence, social media and customer proposals.
- Access to our suite of bespoke professional development resources, including our ISMy Community section, our world-class sales literature library, webinars, video and audio-based education.
- The opportunity to enhance your professional development by attending regional networking events which can be recognised via our CPD Award portal.
- Exclusive savings and exciting money-saving partnerships with many hundreds of suppliers and retailers, which will save you more than the cost of your membership.
- Access to the very best and most comprehensive 24/7 legal advice and helpline.
- Full details can be found at [www.ismprofessional.com](http://www.ismprofessional.com)