



# ISMM

The Institute of Sales & Marketing Management



Just **£2**  
per week!



# Increase your sales performance

The Institute of Sales &  
Marketing Management

# What is the ISMM?



Membership of the Institute of Sales & Marketing Management (ISMM) represents your commitment to professional selling, as well as a commitment to sales excellence. Joining the ISMM also gives you

access to many benefits that will help you increase sales performance.



The ISMM has been representing the interests of the sales profession and providing members with practical support since 1911. Over the last 100 years we have seen sales grow into a profession as more is understood about selling and the sales process.

It is vital that all sales people keep their skills and knowledge up to date, which is why the ISMM offers members a wide range of opportunities for development.

The ISMM is also a government-approved awarding organisation with a range of sales qualifications that are internationally recognised and available from colleges, employers and other training organisations across the UK.

## WHO SHOULD JOIN THE ISMM?

ISMM membership is open across all business sectors, for anyone in a client-facing role. Typical ISMM members include:

Sales Directors

Sales Managers

Company Directors

Account Managers

Sales Consultants

Sales Executives

Business Development Managers

Sales Trainers

Telesales Personnel

Customer Service Staff

Sales Support Personnel

National Sales Managers

Key Account Managers

# WHAT'S IN IT FOR YOU...

## NATIONAL RECOGNITION OF YOUR STATUS AS A SALES PROFESSIONAL

- Use of designatory letters and logo
- Support for your profession

## IMPROVE AND RECOGNISE SALES SKILLS

- Training, networking and development opportunities
- Professional sales qualifications



- Continuing Professional Development (CPD)
- Win sales awards at BESMA

## ADVICE AND SUPPORT

- Professional advice on selling challenges
- Legal advice on demand

## NEWS AND INFORMATION

- *Winning Edge* magazine – for news and sales improvement articles
- Research and reports
- Sellingsuccess.tv



## MEMBER DISCOUNTS

- On **Successful Selling** – our national conference
- On sales tools, training, products and services



**ISMM**  
The Institute of Sales & Marketing Management

SAVE  
THE £23.50  
REGISTRATION  
FEE

# Application form

## 3 easy ways to join...

- 1 Complete the form below
- 2 Call 01582 840001
- 3 Join online at [www.ismm.co.uk](http://www.ismm.co.uk)

Mr/Mrs/Ms

Date of birth

First name(s)

Surname

Home address

Number of years in sales

Telephone

E-mail

Continued overleaf



**A** Direct debit Annual fee £98  
 or quarterly £27~~+ £23.50  
registration fee~~

Instruction to your Bank or Building Society to pay by Direct Debit

Name(s) of Account Holder(s)

Bank/Building Society account number

Branch Sort Code

Name and full postal address of your Bank or Building Society

Signature(s)

Date

Originator's Identification No. 414910

Ref No.

**Instruction to Bank or Building Society** Please pay the Institute of Sales & Marketing Management Direct Debits from the account detailed in this instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this Instruction may remain with the Institute of Sales & Marketing Management and, if so, details will be passed electronically to my Bank/Building Society.

**B** Credit card Annual fee £108~~+ £23.50  
registration fee~~

Please charge my

 Visa  Mastercard  Delta  Eurocard  Switch Card

Card no

Card expiry date

 / 

Switch issue no

Security code no

I authorise the ISMM to debit my card account with the amount applicable on an annual basis until further notice and understand that I will be notified in writing should the amount or payment date be changed.

Cardholder's name (please print)

Cardholder's signature

**C** Cheque Annual fee £108~~+ £23.50  
registration fee~~

I wish to pay by cheque. Please make cheque payable to 'ISMM' and post with this completed form to: Freepost RLSG-UBAR-RUAX, ISMM, Harrier Court, Woodside Road, Lower Woodside, Beds LU1 4DQ

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*I've been a member of the ISMM for nearly 40 years and would recommend anyone who is considering and planning a career in professional selling to join this excellent organisation. The investment I made in the reasonable fees have been repaid over and over.*

REG EVERETT FInstSMM

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*As an 'up and comin' executive, aspiring to directorship status, being a member of the ISMM has given me professional support and certainly added kudos to my job.*

IAN STEPHENSON FInstSMM

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*Thank you for another excellent event. The seminars, magazine and the other support I have received has had a significant measurable impact on my sales results and it also feels easier to sell.*

MARTYN RICHARDSON

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*I would just like to say how delighted I am that I was awarded a Fellowship, I must say it gave me quite a buzz. I can assure you it will be put to good use and give me the platform for sales training that I lacked before.*

PETER C SMITH

The Institute of Sales & Marketing Management, Harrier Court, Woodside Road, Lower Woodside, Beds LU1 4DQ

01582 840001 [sales@ismm.co.uk](mailto:sales@ismm.co.uk) [www.ismm.co.uk](http://www.ismm.co.uk)