

## Pathways to Professional Sales – an Institute of Sales Professionals initiative



The Institute of Sales Professionals is pleased to announce its Pathways to Professional Sales initiative to address the short and long-term shortage of professional sales skills in the UK and to support the government's strategy to fuel economic growth.

	1. Inspiring and engaging	2. Enabling and developing	3. Professional Advancement
<b>Problem to be solved</b>	The lack of awareness and understanding among students, parents, and teachers of sales as a viable and desirable profession.	The lack of professional sales skills amongst those entering or already working, particularly in smaller businesses.	The need to develop advanced sales skills and knowledge across all companies to do business in competitive markets and fast-moving economies.
<b>Objective</b>	To position professional sales as a career of choice.	To deliver sales training and education to establish vital sales skills and knowledge to build successful businesses.	To advance sales skills and knowledge and nurture the next generation of sales leaders.
<b>Target Audience</b>	Pupils in secondary education and students in further education or early employment who are considering their long-term career options.	People pursuing a career in professional sales or aiming to grow their business by understanding and applying essential sales practices.	Organisations and individuals looking to deepen their specialist knowledge, build their careers and advance their sales and business development.
<b>What this looks like</b>	Student research, workshops and presentations in secondary schools and further education. Schools' initiative is aligned to Gatsby career benchmarks.	Formal education, apprenticeships, degrees, and Ofqual-registered qualifications to give salespeople a strong platform for professional development.	A wide range of education and learning including ISP courses, webinars and CPD platform. Existing programmes delivered by ISP approved training organisations and educational establishments.
<b>Who will deliver this?</b>	Young, relatable sales professionals (sales ambassadors) who will volunteer two half-days per year to the programme.	Approved training organisations and industry-experienced individuals working with colleges, universities, local enterprise partnerships and representative bodies.	ISP events, webinars and CPD platforms, individuals' private study, ISP accredited approved training organisations, education establishments, corporate learning and development departments.
<b>What is the benefit to the target audience?</b>	Students will understand what a career in professional (B2B) sales has to offer, where to find more information and what the options are, should they wish to pursue a sales career.	Learners will graduate with a formal qualification and the skills, knowledge and ethical behaviour that underpin sales and customer success.  Participants will gain ISP approved qualifications, certificates, endorsement, or accreditation.	Career advancement and performance uplift for individuals and businesses. A comprehensive foundation for future sales leaders and their organisations.