

## Continuing Professional Development Framework & Policy

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## ISP Continuing Professional Development Policy – Overview

### *What is Continuing Professional Development (CPD)?*

CPD helps to ensure your skills and knowledge keep pace with our fast-moving profession. Evidence from other professions shows that you will lose your effectiveness and impact if you do not invest at least three days each year in personal development. Three days or 24 hours is just 1.5% of a typical working year, yet many professionals are failing to “keep up” and stay relevant”. Reasons for this modest but important activity not being met include: the lack of managerial support; the difficulty of finding decent quality resources; clarity about “what good looks like”.

This is where the ISP can help.

### *Why is CPD important?*

Continuing Professional Development is essential for professionals to enhance their skills and knowledge, remain current with industry trends and changes, and stay competitive in the job market. A CPD programme allows individual salespeople to own their development and encourages a learning culture across sales organizations.

### *Why do we offer a CPD programme?*

Until now, a truly sales centric CPD system has not existed. Happily, the ISP has changed that with a dedicated CPD programme for its members. It is easy to use, encourages salespeople to set goals, provides curated resources linked to those goals, and encourages reflective learning.

### *Who is CPD for?*

The ISP CPD programme is for organizations that want to build a culture of self-development in their sales teams and for individuals who want to take ownership of their learning – and be recognized for doing so. Our CPD programme comes as part of ISP Membership.

### *Recognition of your investment in personal development*

CPD points are available from consuming sales content in the ISP member’s catalogue or from self-directed sales related learning outside of the membership platform or from more formal education courses that have been endorsed by the ISP.

In acquiring 24 CPD points in a 12-month period, you will be issued an “ISP CPD Sales Professional” certificate. Should you acquire 48 points in a 12-month period you will be granted the “ISP CPD Sales Expert” certificate. Individuals and employers meeting these levels of continuing development can use them to differentiate themselves to their customers, showing they are dedicated to being true sales professionals. In general, an hour of learning is equivalent to 1 CPD point.

## ISP CPD Framework

Maintaining a record of the time you spend on various activities, both within and outside the workplace, is a simple and effective way of evidencing the experience, knowledge, and skills that you are collecting to support your personal development and professional advancement.

### 24 Hours of CPD a year

The ISP has set a target of a minimum of 24 hours of CPD per year for professional development activities. As part of our journey towards Chartership, we are required to show that the membership is proactively engaged in their own development, therefore the ISP has the right to cease membership of any member that does not complete their CPD requirements for two consecutive years.

We encourage members to be “always learning”, for their own benefit as well as for their customers’ and their employer’s. The ISP will recognise and certify those who achieve the 24 points “standard” in a 12-month period.

Individuals and employers meeting this standard can use it to differentiate themselves to their customers, showing that they are dedicated to being true sales professionals.

### Monitoring & Recording Continuing Professional Development

All CPD activity should have a clear reference to the ISP Sales Competency Framework and can be a combination of the following:

Development Activity	Description	Points
Qualifications Studies	Completing further education studies including regulated qualifications and/or apprenticeships.	24
ISP Endorsed training courses	Attending open and in-company sales-related training courses.	6 points per full day 3 points per half day
Coaching & Mentoring programmes	Receiving coaching & mentoring as part of structured personal development plan. Also, coaching, and mentoring others to develop your own expertise and experience as part of a structured programme.	1 point per hour of CPD completed (with associated evidence provided)
Event participation	Attending ISP hosted events, webinars, seminars, and conferences (where the event confirms CPD points are applicable), excluding social or networking events but including non-ISP conference, exhibitions, seminars, webinars, workshops, briefings and/or topical meetings providing there is a clear link to sales for each entry	Webinar = 2 Half day = 3 Full day = 6
ISP Library content	Replays of webinar recordings and other development content.	Each activity is allocated points depending on size and length of library content
Community contributions	Active involvement in ISP working groups, examination boards and advisory councils, regional boards, project groups and committees. Also includes participation in similar activities for other organizations and community groups (e.g., charitable trusts & relevant associations) where your sales skills are being developed.	1 point per meeting
Self-directed study	Extra-curricular studies or research contributing to your professional development over and above the routine demands of your work. Such as independent research, reading (books/blogs/articles).	1 point per hour of CPD completed (accompanied by a self-reflection on how you have used your new knowledge in the workplace).  Books = 6 points + self-reflection

The CPD points are automatically accumulated via attendance of ISP events & webinars, or by replaying recordings held on the ISP CPD Platform. Members are also encouraged to enter learning and development that they have conducted outside of the ISP by 'adding an entry' in the Professional Development area of their profile.

[Where can I find my CPD activity list?](#)

To see all the activities and associated CPD points, log in to your ISP membership account, click on 'Quick Links' and select ISP Professional Development.

Early each month, the total CPD points that you have accumulated during the previous 12 full months will be updated to your profile page on the "About" tab in the "Personal Information" area. CPD points for the current month will not be included in this calculation (they will be picked up in next month's update).

[Reaching 24 CPD points in a 12-month period.](#)

Once you have reached 24 points (equating to 24 hours of CPD) in any 12-month period, a certificate is created in the Professional Development area of your ISP account. You can download the certificate, called "ISP CPD Sales Professional" by navigating to the Certifications tab and clicking on the rosette icon. The certificate is valid for 12 months.

[Reaching 48 CPD points in a 12-month period.](#)

Once you have reached 48 points (equating to 48 hours of CPD) in the preceding 12 months, a certificate is created in the Professional Development area of your ISP account. You can download the certificate, called "ISP CPD Sales Expert" by navigating to the Certifications tab and clicking on the rosette icon. The certificate is valid for 12 months.

The 24 points from the Professional award count toward the Expert award.

[ISP FAIR Sales Ethics Programme](#)

Now more than ever, ethical selling and being able to evidence commitment to ethical standards is crucial to trust and thus sales effectiveness. The demand for measures of trust is moving into the business-to-business environment with more than 70% of buyers saying that having trust in a salesperson is fundamental to their buying decision. By passing the FAIR Sales Ethics exam you will identify as a professional who knows how to behave ethically.

Once you have passed your [FAIR Ethics programme and exam](#), you will be added to the [register of ethical sellers](#) and can display official branding that confirms this to others.

[Certified Sales Professional](#)

The Certified Sales Professional status is a benefit for members of the ISP and is the next step after completing the ISP Sales Ethics Exam. We encourage our members to invest in their professional development.

[Corporate CPD 'Accelerator Schemes'](#)

Whilst the ISP certifies against a standard of 24 points per year, we encourage all learners to continue to learn and achieve as many CPD points that add value to your workplace and that supports your career status.

We are therefore happy to work with our Corporate Members on 'accelerator' certification programs to reward those who go the extra mile. Please speak to your account manager about how we can set these schemes up for you.

## Frequently Asked Questions:

### *What period does the ISP CPD Sales certificate cover and what is the closing date for submissions?*

The learning period is continuous. ISP certificates are created as soon as the points reach 24 (or 48) in the past 12-month period – so you could obtain a certificate with one month of focused learning,

### *Can I go over the target total of CPD points per year?*

We encourage continuing learning. There is no limit to how many CPD points you can acquire.

### *I have joined the ISP as a member part way through this year. May I backdate any CPD activity?*

No. CPD is usually only calculated within your membership period.

### *I recently graduated, is the time I spent working towards my qualification eligible for CPD?*

Provided you register for CPD within the study period, you can include any study, revision and exam hours spent during an ISP qualification completed that year. We usually allow 24 points per completed year of a course.

### *What do I do if my CPD hours are spread across two calendar years?*

CPD points are continually acquired. Each month a look back is done to calculate the CPD points acquired in the previous 12 months. If 24 points have been acquired in the previous 12 months (or less) the certificate is awarded. The certificate is valid for 12 months. Once it expires a new certificate will be created if there has been 24 points of CPD activity in the previous 12 months.

### *When do I need to submit claims for CPD?*

CPD for ISP activities are automatically awarded. For ISP webinars, full attendance is needed to have points awarded. For external activities, please be sure to submit claims within 2 weeks of the event's completion. Late applications cannot be considered except in exceptional circumstances.

### *Once I have made an entry, can I change it?*

Once a CPD application has been approved it is locked. You can delete the incorrect record and re-enter your information. If you have made an incorrect claim, you must contact us immediately to let us know.

### *How will I know whether I have been awarded a Certificate?*

When the system creates an ISP CPD Sales certificate, an email will be sent to you to notify you. You can also manually check by looking at the "Certifications" tab in your "Professional Development" area of your membership.

### *Do I need to submit any proof that I have completed the hours I am claiming?*

We ask you to attach any certificates or naturally occurring evidence and or reflective journals taken during your learning. Where you are claiming for self-directed study, a reflective statement is needed (see Appendix 2) to accompany your claim.

A random sample may be taken each year for independent verification. If you are included in the sample, we may ask you for supporting documentation. You should, therefore, keep copies of any certificates or correspondence that confirm you have passed an examination, completed a course of study, attended a conference, etc. You will not be required to send any documentation regarding any ISP professional qualifications, training, conferences, or events as we will retain these on file.

### *Do I have access to my previous CPD records and certificates?*

We recommend you keep a copy of these for your own records, as only the current Certificate can be viewed or downloaded. Certificates for prior years will be archived and can be retrieved on request.

*What is the process for obtaining 24 CPD points (CPD Sales Professional)?*

On acquiring 24 CPD points over a 12-month period, you are awarded a CPD Professional Certificate. This certificate lasts for 12 months. Every month, the value of the CPD points you have acquired from the previous 12 months (the current month's CPD is not included in the calculation), is written to your profile in the "12 Months CPD" field. When the certificate expires, the system will check if the "12 Months CPD" value is above 23, if so another CPD Professional Certificate will be created.

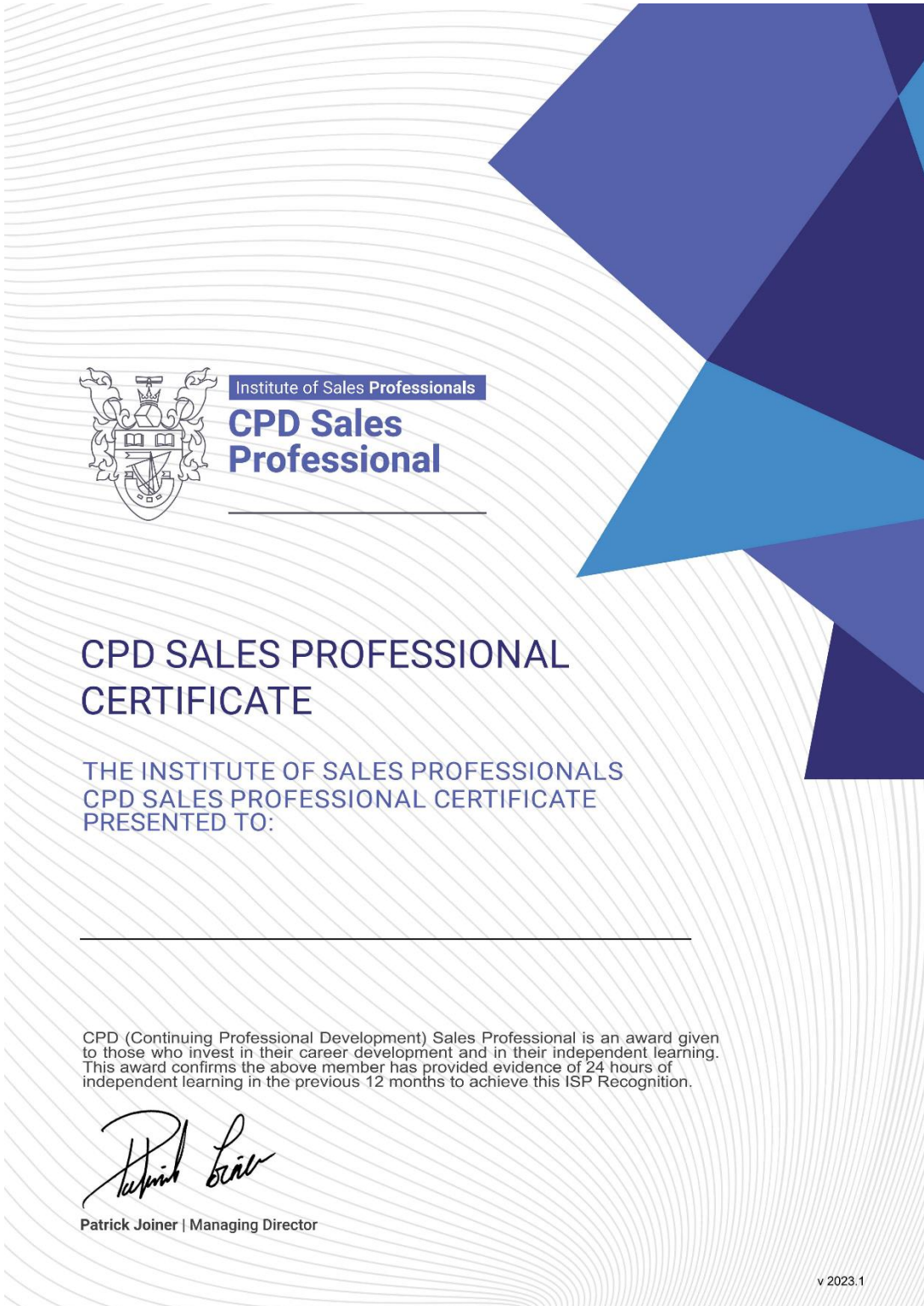
*What is the process for obtaining 48 CPD points? (CPD Sales Expert)*

On acquiring 48 CPD points over a 12-month period, you are awarded a CPD Sales Expert Certificate. This certificate lasts for 12 months. Every month, the value of the CPD points you have acquired from the previous 12 months (the current month's CPD is not included in the calculation), is written to your profile in the "12 Months CPD" field. When the certificate expires, the system will check if the "12 Months CPD" value is above 47, if so another CPD Sales Expert Certificate will be created.

If you need more information or have questions about your recorded hours with the ISP, please email us at: [membershipservices@the-isp.org](mailto:membershipservices@the-isp.org)

Appendix 1 – Example CPD Certificates

CPD Sales Professional:





CPD Sales Expert:



Institute of Sales Professionals

**CPD Sales Expert**

**CPD SALES EXPERT  
CERTIFICATE**

THE INSTITUTE OF SALES PROFESSIONALS  
CPD SALES EXPERT CERTIFICATE  
PRESENTED TO:

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CPD (Continuing Professional Development) Sales Expert is an award given to those who invest in their career development and in their independent learning. This award confirms the above member has provided evidence of 48 hours of independent learning in the previous 12 months to achieve this ISP Recognition.

Patrick Joiner | Managing Director

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## Appendix 2 – Example of self-directed development statement

*Here is an example of the type of supporting evidence needed to support a claim.*

The “title of book” discusses the “XYZ” aspect of sales. From reading this book I have learnt / understood that “aspect” can be applied in “these situations”. I will use this new understanding to improve my selling skills by “doing this” when “these things are happening / need to happen” in a sales situation such as “this”. It took me X hours to read the book and reflect on its teaching.