



Institute of Sales
Professionals

SETTING PROFESSIONAL STANDARDS IN SALES

Continuing Professional Development Framework & Policy

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Policy

What is Continuing Professional Development (CPD)?

CPD makes sure your skills and knowledge keep pace with our fast-moving industry. Evidence from other professions shows that you will lose your relevance if you do not invest at least three days each year in personal development. Three days is just 1.5% of a typical working year, but the main reasons this modest target is not being met is the lack of managerial support, the difficulty of finding decent quality resources, or clarity about “what good looks like.” This is where the ISP can help.

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 is available as part of your ISP Membership. Once you have completed ISP Ethical seller status you are eligible to apply for CPD Sales Professional status. This is the next step on your professional journey with the ISP.

Why do we offer a CPD programme?

Until now, no CPD system existed that was truly sales centric. 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.

It also sets an industry standard: 24 hours of CPD per year. Individuals and employers meeting this standard can use it to differentiate themselves to their customers, showing they are dedicated to being true sales professionals.

Why is CPD important?

Independent learning and continuing professional development are particularly important to keep us current in an agile sales environment. They allow individual salespeople to own their development and encourage a learning culture across sales organizations.

Contact us so we can recognize your hard work

We know that learning and development can take place in different ways, so to achieve CPD Sales Professional status, you need to submit a record of the work you have completed in the last year for us to verify. This must amount to at least 24 hours in total. Upon review and acceptance your certificate and logo will be sent to you.

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 your acquisition of the experience, knowledge, and personal qualities you need to fulfil your career potential.

ISP CPD period runs from a members join date to renewal date.

All CPD should have a clear reference to Sales and could consist of a combination of the following:

Development Activity	Description
Qualifications Studies	Undertaking further education studies including regulated qualifications
Training courses	Attending open and in-company sales-related training courses
Coaching & Mentoring programmes	Receiving coaching & mentoring as part of structured personal development plan. Also, coaching, and mentoring others to impart your own expertise and experience as part of a structured programme
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
Promotion & appraisal	Recognition will be given for your growing responsibilities and performance as you progress through your career. This will be judged on a case-by-case basis, subject to relevant evidence being provided by your employer
Imparting knowledge	Teaching, tutoring, lecturing, coaching, mentoring, and speaking including public presentations to conference and event audiences. Also includes authoring books, papers, and articles for public publication.
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 deployed
Related private studies	Extra-curricular studies or research contributing to your professional development over and above the routine demands of your work

Frequently Asked Questions:

What period does the CPD Award cover and what is the closing date for submissions?

ISP CPD period runs from a members join date to renewal date.

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

Yes. All hours over 24 will be assigned to the next level of CPD recognition – CPD Sales Expert level

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 in the same year, you can include any study, revision and exam hours spent during an ISP qualification completed that year. We usually allow 24 hours per completed year of a course

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

ISP CPD period runs from a members join date to renewal date so we would expect you to achieve 24 hours within each membership year (i.e., 1st July to 30th June)

What happens if I miss the submission date?

The ISP will alert you to opportunities to build up CPD hours during the year and it is your responsibility to ensure you meet the minimum number of hours during each year you are a member. Late applications cannot be considered except in exceptional circumstances.

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

Amendments can be made up to the closing date for the relevant year, after which the CPD record will be 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 accredited with an Award?

On the closing date for submissions, your CPD record will be locked and reviewed to provide you with your accreditation. You will receive an email and logo confirming your achievement within 30 days upon completion which could be at any time of the year.

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 taken during your learning. 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



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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 Awards?

We recommend you keep a copy for your own records, as only the latest year's Award is shown. Certificates for prior years will be archived and can be retrieved on request.



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