

**INSTITUTE OF SALES AND MARKETING MANAGEMENT ADOPTS THE ICDL SALES
ACCELERATOR**

*Partnership with UK Innovators Marks New Era in Sales Training and Methodology... “Sets the
Yardstick by which all Sales Management and Methodologies are Measured”...*

The Institute of Sales and Marketing Management (ISMM), today announced the release of a groundbreaking new sales development toolkit - the Sales Accelerator – developed by ICDL, an imaginative new UK company that is setting new standards globally in sales methodology. It will be made available to the ISMM's members immediately, both on-line, on PC CD-Roms and physically at the Institute's regular training seminars.

The ICDL Sales Accelerator consists of three core elements. 'Opportunity Creation' is designed to help salespeople take a fresh look at existing accounts and prospects to discover new sales opportunities. Secondly, 'Opportunity Validation' focuses on the alignment between customers' needs and sales propositions. Thirdly, 'Opportunity Realisation' covers communication between all the key decision-makers and influencers within the customer organisation.

“Our partnership with ICDL will push the training and systems we make available to our members ahead by light years,” comments Carol Pillinger, Director of Education at the Institute of Sales and Marketing Management. “Having provided sales education to UK businesses for over 35 years, our partnership with ICDL will make sure our service is fresh, vital and at the cutting edge. I firmly believe ICDL's Sales Accelerator will set the yardstick by which all sales management and methodologies are measured.”

“The ICDL Sales Accelerator is inexpensive and produces instant results,” explains ICDL's Founder & CEO Andrew Dugdale, “whether it is used by a sales force or by distributors and resellers. It is at the cutting edge on a global perspective due to its ability to generate audit trails for compliance with new corporate regulatory regimes, such as Six Sigma or those proposed by the Sarbanes-Oxley ERM report. It can even link to an existing CRM package.”

Interviews Available with:

- Andrew Dugdale, Founder & CEO, ICDL
- Carol Pillinger, Director of Education at Institute of Sales and Marketing Management (ISMM)
- Beth Rogers, ISMM's Research Director and co-author of the best-seller 'Key customers - How to Manage Them Profitably'

About ICDL

ICDL was established in 2000 to build tools, processes and events that drive forward sales productivity. Its suite comprises The Skills Accelerator, a face-to-face range of training and workshops, an on-line Sales Accelerator application, and the innovative on-line recruitment and development planning tool, The Skills and Experience Matrix. These have proved so successful that BT has become a research partner and are rolling out each element worldwide.

The company is headed up by Andrew Dugdale whose career spans 22 years in global sales. He is Vice Chairman of Royal Counties branch of CIM, and sits on the MSSSB (Marketing and Sales Standards Setting Body) a government-sponsored steering group, looking at setting future standards for excellence in sales and marketing. ICDL's website is www.thebusinessaccelerators.com.

About the Institute of Sales & Marketing Management

The Institute of Sales & Marketing Management (ISMM) is the UK's only professional body for salespeople. Founded in 1966 to promote standards of excellence in sales and sales management and to enhance the status and profile of sales as a profession, the ISMM has been the authoritative voice of selling and the custodian of sales standards, ethics and best practice for over 35 years.

ISMM members are drawn from every sector of industry and commerce. Its corporate members include: 3M, Alliance & Leicester, Calor Gas, easy net, npower and TNT.

“Salespeople today have to face increasingly-high competitive challenges. The ISMM will help you to meet these challenges. Naturally, membership will not guarantee your success but it will be behind you, supporting, assisting and encouraging your progress.”

Sir John Harvey Jones MBE