

## PRESS RELEASE FOR INSTITUTE OF ACCREDITATION

### ACCREDITATION RECOGNITION OF SALES & MARKETING PROFESSION.

The Sales & Marketing Institute of New Zealand has just released details of a National New Zealand Accreditation Levels for sales & marketing professionals.

This includes students who are studying sales & marketing, practicing sales reps, major account representatives, sales managers, marketing managers, brand managers, marketing professionals and the many people who make sure that the economy of New Zealand is kept turning by their skills of sales & marketing.

The recognition of the professionalism by members according to their graded status is Peer reviewed and has to meet significant standards in both practical experience and on-going education and self development.

The Sales & Marketing Institute of New Zealand has 3500 members throughout New Zealand and it believes that there is approximately 30,000 practicing sales & marketing individuals who would jump at the opportunity to have their professional skills recognized.

“This will now establish a benchmark for employers, sales & marketing people, and get recognition for the professional application of proven skills” comments David Glover, President of Sales & Marketing Institute of New Zealand.

This accreditation has been a long time coming but it will enable industry, government, and practicing individuals to recognize the professionalism that needs to be applied to be a good sales person, sales manager, or marketing manager.

Details of the levels of accreditation follow and more information can be found on the Institutes website.

<b>Title</b>	<b>Experience</b>	<b>Recognition</b>
<b>Graduate member</b>	Students at completion of study from accredited trainers, and Education institutions.	<b>Certificate</b>
<b>Accredited Member</b>	Practising sales or marketing professional with membership of Institute.	<b>Certificate</b>
<b>Accredited Professional Member</b>	5-10 years experience in profession, undertaken some education up- skilling via conferences, workshops, seminars or accredited educational courses, and is member of institute.	<b>Plaque</b>
<b>Accredited Executive</b>	A person who has completed 10 years practical experience plus has a degree or 15 years practical	<b>Plaque</b>

<b>Member</b>	experience and regular up skilling each year for the last 5 years and member of Institute	
<b>Fellow of the Institute</b>	Recognised by the Institute as having contributed outstanding contributions to the practice of Sales & Marketing through practical application, years of experience and or qualifications in education that have been obtained and or their contribution to the profession from their success.	<b>Plaque</b>
<b>Requirements</b>	Application fee \$200, Membership of Institute, copy of personal CV, list of educational workshops, seminars, conferences and qualifications, and summary of practical experience, plus current employer testimonial, and customer testimonial.	<b>Peer reviewed by Institute members award announced to Media and members.</b>
<b>Retention</b>	Retain membership of Institute, and update details every two years, renewal is not automatic but will be retained if continuing skill development undertaken.	<b>Listed on Institute website</b>
<b>Withdrawal</b>	If member brings professional standing into disrepute or if found to have supplied incorrect information on the application for accreditation.	<b>Listed on website</b>

For more information about the Sales & Marketing Institute contact the administrator.