



Looking to Increase Sales? Five Reasons You Should Choose an ISMM Qualification

by Kathryn Knights

1 - Kudos

The ISMM is the UK's only professional body for sales people and is the authoritative voice of selling, ethics and best practice. It represents over 70,000 individual and 400 corporate members and is recognised in both the UK and internationally. ISMM qualifications are designed by sales experts to equip you with the knowledge and skills you need to succeed at every stage of your career - making them the perfect lifelong learning partner. They are approved by the UK government and sit within the national qualification framework - which is currently the Qualification & Credit Framework (QCF) - giving you the confidence that your qualification has met the highest quality standards.

Your studies will also help you continue to make a meaningful contribution to your team. This will result in you being more effective in the workplace and enhancing the overall performance of your team. As your team's performance improves you will see the tangible results that an ISMM qualification can create.

Through studying an ISMM qualification you will enhance your organisation's competitive advantage. You will take your learning from the classroom back into the workplace, contributing to the development of a highly skilled workforce who are equipped to meet organisational objectives. You will be able to apply new knowledge, new skills and new ways of thinking to overcome sales challenges and ensure your organisation continuously evolves.

2 - Progression

Investing in your own continuing professional development (CPD) is vital to progress your career and the benefits are three-fold: for yourself, your team and your organisation.

If you are passionate about sales and you want to keep your skills up to date an ISMM qualification is the ideal choice. Through your studies you will develop as a sales professional who can deliver a high level of service to both your internal and external customers. You will also open up opportunities for you to move your career forward and explore new job opportunities to manage, influence, coach and train others.

ISMM qualifications are developed in conjunction with leading industry experts including sales professionals, trainers and managers. Content is developed to make it relevant and is regularly updated to reflect the latest developments in today's sales environment. As you study you will be asked to apply key theories and concepts to your own workplace to ensure that learning is retained and utilised once your qualification is completed. This translates into improved performance for your team and your organisation.

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4 - Bite-Sized Learning

Are you a procrastinator? Do you put off the big tasks and always go for the small ones? ISMM qualifications are broken down into units so you can easily fit them into your day. Just make sure you commit to studying at the time of day when you are most alert and stick to it. Within just three to four weeks you will have an established pattern of activity that is imbedded in your daily routine. This approach will keep you engaged with your ISMM qualification and motivate you to continue learning.

5 - Keep Ahead of the Competition

According to the National Careers Service 15% of vacancies in the sales sector are due to skills shortages. Completing an ISMM qualification will provide you with the skills you need to be a well rounded sales professional who stands apart from the competition. Your learning journey will take you through topics including legal considerations, negotiation skills, how to present successfully, understanding the sales forecasting & budgeting process, building relationships with major customers. With six levels of qualification you can choose the one that suits you and complement your current role. From individuals with no sales experience through to sales managers and sales directors, through each qualification you will build on your knowledge and set of skills, assured that you can take your qualification into the next phase of your career.

If you're still feeling unsure about considering that when you complete your ISMM qualification you will be able to become an affiliate member, giving you access to online articles, sales tips and training videos within the resource library. This provides you with easy access to a rich source of information to support your studies - all at your finger tips.

In addition to the resource library, experienced tutors will support you through your studies, providing feedback to help you improve and keep you motivated.

If you want to develop as a person and as a professional, get better at your job and take your career to the next level, studying for a professional qualification is the best investment you can make and the smart choice is an ISMM qualification. This is your opportunity to learn, develop and improve, gaining the skills and confidence to achieve your goals. So what are you waiting for? Take action and invest in your career today. Your future self will thank you for it.

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