



What's the Secret of Successful Studying?

by Kathryn Knights

Knowing You've Made the Right Choice

There's no argument that one of the best ways to keep ahead of the competition is to keep on investing in you. Being able to demonstrate exactly what talents you have is made much easier when you can show someone a nationally recognized qualification from the ISMM – the UK's leading awarding and membership body for sales professionals.

Your ISMM qualification will also add value to the team and the organization you work for. The comprehensive syllabus with its results-driven approach will increase your confidence in front of clients and help you maximise sales.

Knowing You're Strengthening Your Knowledge

Hands-on learning will strengthen your knowledge and bring sales to you. Key areas of focus being:

- **U201 Understanding of Selling**

This unit explores legal and ethical aspects of non-compliance. It also focuses on the benefits that an ethical approach offers: client loyalty, building trust and boosting revenue.

- **U301 Preparing and Delivering a Sales Presentation**

This unit explores how to prepare, develop and deliver a sales presentation. It also focuses on the importance of evaluating the presentation after it has been delivered to identify lessons learnt.

- **U302 Handling Objections, Negotiating and Closing Sales**

This unit explores how to handle and overcome objections, along with how to negotiate in order to close the sale in a way that is mutually beneficial. It also focuses on the scope of your own authority and when to say no during a negotiation.

Knowing You're Developing Your Skills

Communication skills are essential in sales. You must be able to understand what your product or service offers and be able to articulate how it meets the needs of your customer.

The activities you undertake in order to achieve your sales goals require reading, writing and listening skills. Reading is important because you must be able to interpret information correctly in order to make decisions e.g. to develop successful sales plans. Listening is important because you must be able to tune into the person and an

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Knowing how to manage your time

Have you ever got to the end of a busy day and felt you haven't achieved anything? The key to time management is to focus on being productive rather than being busy.

- **Define your top three tasks** - you can't achieve as much as you think you can achieve. This is why so many people get to the end of their working day feeling stressed and demotivated. However, if you strip back your task list to just three top tasks, you'll finish each day with a sense of achievement, knowing that you've completed what you set out to do that morning. If you decide that studying is one of your top three tasks for your day, make sure you write it on your list and don't let a less important task take its place.
- **Take a break** - don't underestimate the importance of taking a break to avoid mental fatigue. The Pomodoro Technique is a simple way of structuring your day to improve productivity. It was developed by Francesco Cirillo in the late 1980s and named after the tomato-shaped kitchen timer that he used when he was a university student. It involves dividing your day into 25 minute chunks of work, followed by a five minute break. After four pomodoros have passed, take a 15-20 minute break and repeat the process.
- **Avoid distractions** - does your phone ring constantly, do you frequently interrupt your work to check it, are you comfortable? Make your phone silent, enable 'do not disturb' during study uninterrupted.

Source(s) (URLs):

<http://pomodoro.technique.com/>

<https://www.goodelearning.com/courses/ismm-sales-marketing-management>

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