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GOLD



SILVER



BRONZE

# How does iDEA badges work?

- Choose a badge (over 50 to choose from)
- Half an hour, maybe shorter. ~ 15 learning hours
- A bit of learning and reading then a simple quiz
- Earn points towards a Bronze then Silver award

## The Sales Process

Let's have a look at each of the sales phases in more detail:

1



### Prepare

You will need to prepare by fully understanding what it is you are selling, whether that is a product or service.

Preparation means having a plan, complete with a script or idea of key features and benefits, so you can respond to anything thrown at you when in the meeting phase.

2



### Research

Once you know your product or service, then it is time to research. You will need to research the competition, the opportunity, potential markets; apply your preparation to help understand why your product is better or more relevant than the others.

3



### Target

This is a key step: to identify those that will buy your product or means not only the company but also the actual decision maker.

These are the people that salesperson wants to get in touch with.

## Task

Can you match the statement to the correct sales term?

1/4

**A way to show that your product is different to all the others.**

CPS

UPS

USP

# iDEA has five categories of badges for you to complete



## CITIZEN BADGES

Modules include: Teamwork, cybersecurity and “What is the cloud?”



## WORKER BADGES

Random Coding, Digital Research and User Interfaces



## MAKER BADGES

Graphic Design, Animation and building websites



## ENTREPRENEUR BADGES

Money Management, The art of selling and problem solving



## GAMER BADGES

Game Design and a Python Quiz



CITIZEN



WORKER



MAKER







# Who is it for?

- **Everybody – we challenge everyone to register and have a go – students / teachers / parents / siblings**



## **THE WHOLE SCHOOL COMMUNITY**

- **Links will be sent out by the end of the week with codes and joining instructions and we ask each tutor to arrange a session to register.**

