

Customised



We'll partner with you to customise this apprenticeship so it is specific to your company and industry.

Practical



Providing your learners with the relevant knowledge, skills and behaviours to make an impact.

Blended



A mixture of masterclasses, online learning, coaching and assessment. All designed to engage your learners.

Sales Executive

Level 4 Apprenticeship

« Ideal for sales people who want to take their performance onto the next level. »



Sales Executive

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Apprenticeship Programme Overview



If you're looking for ways to **upskill your sales people** then this programme can help. This apprenticeship is ideal for sales teams who are working in either the Business to **Business** or **Business to Consumer** markets.

A Sales Executive plans their sales activities, leads the **end-to-end sales interaction** with the customer and manages their sales internally within their organisation.

They will be responsible for **retaining and growing** several existing customer accounts, and generating new business by contacting prospective customers, qualifying opportunities, and bringing the sales process to a **mutually acceptable close**.

Typically, a Sales Executive will deal with a single point of contact for each sale and will present a **pre-considered value proposition**. The entire sales process may be completed during a single customer 'conversation', or over a series of interactions.

Achievement of the standard meets the eligibility requirements for **Sales Certification** at Level 4 with the **Association of Professional Sales (APS)**.

This programme is **fully customisable**.



At a glance

- ✓ Induction & onboarding
- ✓ 7 Masterclasses
- ✓ Coaching sessions
- ✓ Regular reviews
- ✓ Online learning
- ✓ Unlimited support
- ✓ End point assessment



The average feedback score that we receive for our training courses

What Will Your Employees Improve?



Here's a high level overview of the knowledge, skills and behaviours taken from directly from the apprenticeship standards that your learners can expect to improve on this programme.

Knowledge



- ✓ Organisational knowledge
- ✓ Product, service and sector knowledge
- ✓ Market knowledge
- ✓ Customer knowledge
- ✓ Commercial and financial acumen
- ✓ Digital knowledge

Skills



- ✓ Sales planning and preparation
- ✓ Customer engagement
- ✓ Customer needs analysis
- ✓ Propose and present solutions
- ✓ Negotiate
- ✓ Closing sales
- ✓ Gathering intelligence
- ✓ Time management
- ✓ Collaboration and team- work
- ✓ Customer experience management
- ✓ Digital skills

Behaviours



- ✓ Ethics and integrity
- ✓ Proactivity
- ✓ Self-discipline
- ✓ Resilience and self-motivation
- ✓ Continuous professional development

? Did You Know...

Sales is a practical profession and our Sales Executive programme is well aligned to that. We'll provide your learners with techniques and strategies that they can use and implement from day 1.

Apprenticeship Programme Details



Length Of Programme

This programme takes a minimum of 18 months to complete. We'll create a development schedule that aligns with your business requirements and availability of your people.



Entry Requirements

Apprentices will be required to have or achieve level 1 English and Maths and to have taken level 2 English and Maths tests prior to completion of their Apprenticeship.



Need Maths & English Support?

Apprentices will be supported to develop and improve their English and maths skills prior to sitting their Functional Skills exams by our specialist functional skills trainers.



Developing Knowledge, Skills & Behaviours

Achieved through a programme of masterclass workshops, tasks, activities and research. The masterclasses can be delivered face to face or online by our specialist trainers.



Personalised Skills Coaching & Support

Learners will be required to demonstrate their skills, knowledge and behaviours in the work setting. This activity will be supported by one of our experienced skills coaches.



End Point Assessment

Throughout their apprenticeship journey your apprentices will be given support to develop their understanding and approach to completing their end point assessment.

Programme Structure

Designed in a way that will maximise the performance of each learner



Learning the theory of a topic is great but it's what the learner does to **embed the learning** and actually use it, that matters most. All **learning is reinforced** with ongoing coaching, online resources and off-the-job activity to bring it all to life. Each part of the programme supports the learner to apply their knowledge and skills via **INTENT – IMPLEMENT – IMPACT**.

♥ What did they plan to change? ♥ What did they change and how? ♥ What impact did it make?



Onboarding & Induction

Initial workshop and event about the programme and how to get a high grade.



Skills Individual Learning Plan

Creation of a pre-programme learning and development plan. Includes goal setting and actions.



7 x 1-Day Masterclasses

Practical and engaging. Can be classroom based or delivered virtually. Run by best in class trainers.



Regular Coaching Sessions

One to one development with a designated skills coach. Covers skills and an assessment progress review.



Digital Learning

To take in-between masterclasses and to help embed the learning. Self-study and in the flow of work resources.



Off-The-Job Training

20% of the learner's total working hours is used for "off-the-job" learning and development activities.



Ongoing Reviews

Held between the learner, employer and skills coach to monitor progress and to make any adjustments.



Support & Help

Our designated skills coaches will always be on hand to help your learners throughout the programme.



End Point Assessment

End of programme assessment. Consists of activities like observations, evidence, tests and discussions.



Apprenticeship

Learners gain a pass, merit or distinction from their end point assessment based on their results.

Customised Blended Programmes

Your programme will be unique and designed in a way that gets the best out of your people



We'll work with you to create a unique programme for each of your learners. This can include face to face training, LIVE webinars, online training, action learning sets, work based projects, coaching and microlearning.

Our solutions are flexible and focused on results. What's right for one client may not be the best approach for your people so we will work together to determine the best design of your programme to maximise the results.



Face to Face Masterclasses



LIVE Virtual Workshops



Digital Learning



Coaching



Assessments



Self-Directed Learning



Action Learning Sets



Peer to Peer Coaching



Work Based Project



Flipped Classroom

Core Programme Of Masterclasses

Whether face to face or virtual, these 7 masterclasses underpin the programme



We don't provide "chalk and talk" courses delivered by the same trainer throughout. Instead, we create **engaging and practical masterclasses** where we use **best in class, hand picked specialist trainers, experts and guest speakers** to develop and deliver each workshop.

At the core of this programme are the following 7 masterclasses. Delivered either face to face in the classroom, as LIVE virtual sessions or blended.

- 1 Organisational Knowledge and Product, Service and Sector Knowledge
- 2 Market and Customer Knowledge and Engagement
- 3 Commercial and Financial Acumen and Digital Knowledge
- 4 Sales Planning and Preparation – Propose and Present Solutions
- 5 Negotiating and Closing Sales
- 6 Gathering Intelligence, Digital Skills and Time Management
- 7 Customer Experience Management, Collaboration and Teamwork



Masterclass Overview

Here are the overall topics and areas covered within each masterclass.



The following topics will be covered before, during and after each masterclass and as part of the off-the-job learning.



Masterclass 1

Organisational Knowledge and Product, Service and Sector Knowledge

- Understanding your organisation's overall strategy, vision, values and capabilities
- Linking your marketing and sales strategies to your overall company strategy
- Understanding where your role fits within your company sales and marketing strategies/objective
- Understanding the features and benefits of your product/service
- Linking your features and benefits to meet customer needs
- Competitor analysis – how does your proposition stack up?
- Understanding the nature of your sector and the likely forthcoming changes to it
- Understanding the legal, regulatory and ethical frameworks relating to your sector and role



Masterclass 2

Market Knowledge, Customer Knowledge and Engagement

- Understanding how your market is segmented
- Targeting specific segments through effective product or service positioning
- Analysing the macro and micro-environment of individual customers
- Understand the challenges and purchasing motivations of your customers
- Discovering the internal and external factors that impact customer purchasing decisions
- Effective communication and interpretation of customer information
- How to develop a customer engagement style that effectively opens sales discussions
- Building rapport, enhancing customer relationships and adapting to different customer's social preferences



Masterclass 3

Commercial and Financial Acumen and Digital Knowledge

- How to gain a working knowledge of the principles of finance for sales
- Understanding profit and loss, margins, return on investment and budgeting
- Exploring the impacts of different types of costs on the business and the drivers of profitable deals
- Exploring the impacts of any discount or variation in terms of what is on offer
- Creating the balance of commercial financial drivers and financial acumen with the impact on the client
- Exploring a range of digital technologies, and how and when best to use them throughout the sales cycle

✓ Specialist Trainer ✓ Engaging ✓ Practical ✓ Customised ✓ Face to Face or Virtual

Masterclass Overview

Here are the overall topics and areas covered within each masterclass.



The following topics will be covered before, during and after each masterclass and as part of the off-the-job learning.



Masterclass 4

Sales Planning and Preparation – Propose and Present Solutions

- Understand what excellence looks like end to end with your sales interactions
- Consultative selling techniques and approaches
- The DNA of a successful proposal – content and presentation styles and techniques
- Presenting your proposed product/solutions
- How to clearly articulate the value and benefit of the solution for the specific customer
- Techniques and strategies to draw-out and overcome common sales objections
- How to retain and grow existing customer accounts
- Prospecting techniques and approaches



Masterclass 5

Negotiating and Closing Sales

- Understanding the difference between selling and negotiating
- The 5 phases of a successful negotiation
- Planning and researching your customer's likely desired outcomes and negotiating stance
- How to plan out and develop responses to likely objections
- Identify your own organisation's needs, such as minimum price and acceptable terms
- How to negotiate and trade variables effectively
- Understand when to close and how to close at the right time
- Develop ethical techniques to close sales and confirm customers' purchase agreement



Masterclass 6

Gathering Intelligence, Digital skills and Time Management

- Collecting, analysing and interpreting market intelligence
- Using digital tools to conduct research and target customers
- How to deliver presentations and meetings using digital communication
- Complete accurate records and sales administration
- How to plan your sales and prioritise/manage your time effectively

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Masterclass Overview

Here are the overall topics and areas covered within each masterclass.



The following topics will be covered before, during and after each masterclass and as part of the off-the-job learning.



Masterclass 7

Customer Experience management | Collaboration and Teamwork

- What does customer excellence look like?
- Managing customer enquiries and issues effectively
- How to prevent and minimise customer concerns and complaints
- Handling all customer interactions professionally to the customer's satisfaction
- Working as part of a sales team
- Work collaboratively with both internal and external stakeholders
- Working in cross-functional teams in relation to the effective delivery of your sales, such as finance and service delivery
- How to support continual business improvement by sharing best practice with sales team colleagues

✓ Specialist Trainer ✓ Engaging ✓ Practical ✓ Customised ✓ Face to Face or Virtual

Progress Reviews & End Point Assessment



Ongoing Reviews

As part of this programme your learners will receive regular coaching sessions. This will develop their knowledge, skills and behaviours further and also ensure that they're on track for passing the apprenticeship through tailoring the learning and development to each individual. Evidence of their development will be collated and stored within their e-learning account. This will allow their coach to review the skills and knowledge they have learnt and continually tailor their individual learning plan to their training needs.

Gateway

Before each learner is able to progress to the End Point Assessment (EPA) both you (employer) and their coach will ensure that they have the sufficient levels of knowledge, skills and behaviours required to pass - this is known as Gateway.

Once everyone is in agreement that the learner is ready, they can then progress to the End Point Assessment.

End Point Assessment

All apprenticeships contain a compulsory end of programme assessment which is called an End Point Assessment (EPA).



Assessment

Assessment methods (or components of) can be:

- ✓ Observations
- ✓ Practical Assessments
- ✓ Tests
- ✓ Discussion
- ✓ Interview
- ✓ Presentation & questioning
- ✓ Project
- ✓ Evidence Portfolio
- ✓ Logbooks

How Much Does This Apprenticeship Cost?

Sales Executive Apprenticeship Level 4



**For Levy
Employers**

£6,000 per person



**For Non-Levy
Employers (SMEs)**

£300 per person
(you receive 95% funding)

Each learner receives

- ✓ Onboarding & Induction
- ✓ 7 x 1-Day Masterclasses
- ✓ Digital Learning
- ✓ Ongoing Reviews
- ✓ End Point Assessment
- ✓ Skills Individual Learning Plan
- ✓ Regular Coaching Sessions
- ✓ Off-The-Job Training
- ✓ Support & Help
- ✓ Apprenticeship



Enquire today



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