

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



Select how you want your programme to run. Workshops, virtual, coaching, self-study or mix and match.

Sales Executive

Level 4 Apprenticeship

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

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Apprenticeship Programme Overview



If you're looking for ways to **upskill your sales people** then this programme can help. This programme is ideal for sales people who are working in either the **Business to Business (B2B)** or **Business to Consumer (B2C)** 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**.

Our programmes are not chalk and talk! We can **customise the style, the format and the delivery of the programme** to suit your organisation – it will be a complete bespoke solution so your learners and organisation achieve real, tangible benefits from it.

Some of our employers prefer face to face workshops, others prefer virtual sessions and some prefer the programme to be delivered as action learning sets. You can combine all three or add virtual coaching, self-study and online learning into the mix!

We'll work with you to determine what is best for you.

This programme is **fully customisable**.



At a glance

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



96%

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

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



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 blended delivery mix that is right for your organisation - workshops, virtual, coaching, self-study & action learning sets. Or mix and match.



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.



Practical Learning Events

These can consist of workshops, masterclasses, virtual training, action learning sets, projects or coaching.



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 learning events and to help embed the learning. Selfstudy 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 Content Outcomes

Here are the overall topics covered across the programme.



Learning Styles

- Informal and formal learning
- Learning styles models
- Learning agility



Organisational Knowledge

- Understand your organisation's vision, values and capabilities
- The principle goals of your organisations overall strategy
- Know how to analyse your organisation's sales and marketing strategies



Sales Planning & Preparation

- Set effective targets using sales forecasts. Prioritise customers and activities to grow account value and maximise return-on-investment
- Create efficient territory plans where appropriate.



Product, Service & Sector Knowledge

- Identify the features and advantages of the products and/or services you sell.
- Understand how these meet customer needs and examine how they compare to competitor's solutions.
- Understand the legal, regulatory and ethical frameworks relating to your sector and role.



Customer Engagement

- Effectively communicate and interpret customer information exchanged through written, verbal and non-verbal communication.
- Develop a customer engagement style that effectively opens sales conversations.



Market Knowledge

- Understand how your market is segmented and how to target specific segments through effective product or service positioning.



Customer Needs Analysis

- Be highly skilled at effective questioning and active listening techniques
- Create mutual understanding and build trust and affinity with customers.



Customer Knowledge

- Know how to analyse the macro and micro environment of individual customers. Understand the challenges and purchasing motivations of your customers
- Understand expectations of what constitutes a high-quality customer experience.



Propose & Present Solutions

- Develop sales proposals and deliver them using a presentation style and technique appropriate for your customer.
- Use and adapt a range of techniques to draw-out and overcome common sales objections.



Commercial & Financial Acumen

- Understand the principles of finance for sales, such as profit and loss, return on investment and budgeting.
- Appreciate the impacts of different types of costs on the business and the drivers of profitable performance.
- Understand the impact of any discount or variation in terms that you may offer.



Negotiate

- Research the customer's likely desired outcomes and negotiating stance.
- Develop responses to likely objections. Negotiate or trade variables effectively.



Digital Knowledge & Skills

- Understands how to exploit digital technologies to aid the sales cycle
- Effectively use digital tools to conduct research. Able to deliver presentations and meetings using digital communication.

Core Content Outcomes

Here are the overall topics covered across the programme.



Closing Sales

- Be attuned to verbal and non-verbal buying-signals and move to close at an appropriate point in sales conversations.
- Develop ethical techniques to close sales and confirm customers' purchase agreement.



Gathering Intelligence

- Collect, analyse and interpret market intelligence and share it appropriately and effectively within your organisation.



Time Management

- Collect, analyse and interpret market intelligence and share it appropriately and effectively within your organisation.



Collaboration & Team-Work

- Contribute effectively within a team environment.
- Work collaboratively with both internal and external stakeholders.
- Manage communications with the cross-functional team in relation to the effective delivery of your sales.



Customer Experience Management

- Deliver a positive customer experience. Manage customer enquiries and issues effectively.
- Take proactive action to prevent and minimise customer concerns and complaints



End Point Assessment preparation

- Project support
- Portfolio building
- Q&A techniques

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
- ✓ Customised Programme
- ✓ 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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