

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

For Cohorts or
Individual Learners

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



Sales Executive

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Did you know?

We can run this as an in-house training programme for a cohort or we can use our eco-delivery model and run the programme completely through virtual training and virtual coaching enabling us to run the programme for individual learners.

Apprenticeship Programme Overview



Who Is This Programme For?

This programme is ideal for those looking to improve their sales skills. It is ideal for salespeople who are working in either the **Business to Business (B2B)** or **Business to Consumer (B2C)** markets.

Learners will be provided with the knowledge, skills and behaviours to excel in their sales career and to generate more business for their organisations.

What Will You Learn?

This **18-month programme** is ideal for those employees who have had little sales training or development in the past.

All bases are covered when it comes to the content including prospecting, consultative selling, negotiation, overcoming objections, closing and retain and growing existing accounts.

The programme will cover all the **essential knowledge, skills and behaviours** that are required to be a successful salesperson.



At a glance

- ✓ Individual training needs analysis
- ✓ Monthly coaching sessions
- ✓ Role-based tasks and activities
- ✓ Online and blended learning
- ✓ Real-world projects
- ✓ Tangible outputs and impacts
- ✓ End Point Assessment



Excellent

Rated Excellent by our employers

How Is The Programme Delivered?

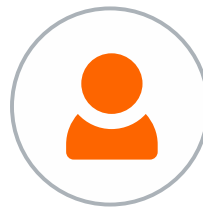


We Offer 2 Delivery Routes



Cohort Delivery

In-house, customised delivery for a number of you from the same company. Choose from face to face, virtual and online delivery methods.



Individual Learner

Monthly 2 hour virtual training and coaching sessions for individual learners. Flexible, remote learning that is personalised to your role.

Cohort Delivery Options Can Include



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

What Will Learners Improve?



Here's a high level overview of the knowledge, skills and behaviours taken from directly from the apprenticeship standards that 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.

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

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.

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

Duration

Typically, this programme will take 18 months.

Eligibility

Learners without level 2 English and Maths will need to achieve this level prior to taking the end point assessment.



Education & Skills
Funding Agency

Enquire today



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