

## 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. »



Training provider  
**MTD Training Ltd**  
Employer reviews  
★★★★ Excellent



# Sales Executive

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



## TABLE OF CONTENTS

Apprenticeship Programme Overview	3
How Is The Programme Delivered?	4
What Will Learners Improve?	5
Core Content Outcomes	6
Programme Structure	8
Progress Reviews & End Point Assessment	9
How Much Does This Apprenticeship Cost?	10



### 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



# 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

- Formal vs informal learning
- Learning styles and models
- Identifying your learning style



## Understanding Your Customers

- The four customer personalities
- Tailoring your communication
- Buying drivers, authority and influence



## Using Digital Tools

- Researching and prospecting
- Data capture tools
- Digital communication



## Effective Questioning

- Questioning and listening techniques
- Needs analysis
- Creating mutual understanding



## Handling Objectives

- Identifying objections
- Logical vs emotional objections
- Objection timing



## Personal Development

- Tactical sales objectives
- Stress management
- Building resilience



## Selling Ethically & With Integrity

- Legislation and regulation
- Dealing with ethical issues
- Being a brand ambassador



## Collaborative Marketing

- The link between sales and marketing
- Conducting internal account reviews
- Setting aligned objectives



## Sales Planning & Preparation

- Stages of the buying process
- The consultative sales cycle
- Pipelines and forecasting



## Product, Service & Sector Knowledge

- Features, advantages and benefits
- Building a value proposition
- Market and competitor analysis



## Time Management

- Return on time invested
- Prioritisation
- Managing interruptions



## Proposing & Presenting Solutions

- Developing sales proposals
- Presentation skills
- Aligning your proposal to needs



## Closing Business

- Buying signals
- Adding value
- Closing techniques



## Understanding Finances

- Business costs and profitability
- Sales forecasting
- Trading and monetising variables



## Account Planning & Strategy

- Managing customer accounts
- Measuring relationship status
- Stakeholder mapping



## End Point Assessment Preparation

- Planning and preparation
- Practice and techniques
- One-to-one help and guidance

# 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).

Upon successful completion of the Sales Executive apprenticeship, **learners will achieve a nationally recognised Higher Apprenticeship.**



## 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 aged 16-18 will be required to have or achieve their Level 2 (GCSE grade 4+ or equivalent) English and Maths qualifications prior to undertaking End Point Assessment for this apprenticeship programme.



Education & Skills  
Funding Agency

**Enquire today**



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