

# SALES EXECUTIVE APPRENTICESHIP

## LEVEL 4

**DURATION: 15 months**

The apprenticeship is an accredited learning and development programme designed to develop salespeople who sell products or services in Business-to-Business or Business-to-Consumer markets, responsible for approaching prospective customers to generate new business, or contacting active customers to grow existing accounts.

The programme is suitable for salespeople working in all sectors and markets, including technology, media, finance, fast moving commercial goods, travel and pharmaceutical sales. Typical job roles include Sales Advisor, Sales Consultant, Field Sales Executive, Outbound Telesales Executive, Business Development Manager and Account Manager.

The apprenticeship leads to a internationally recognised Level 4 qualification from the Institute of Sales Professionals.

### **EMPLOYER BENEFITS**

- Personalised programmes driven by 360° sales skills gap analysis
- Improves productivity, performance & profitability
- Improves staff morale & retention
- Reinforces reputation & attracts future employees
- Demonstrates workforce quality to existing and potential clients
- Excellent return on investment

### **LEARNER BENEFITS**

- Develop the ethical & effective sales skills that employers want
- Gain an internationally recognised sales qualification
- Flexible learning while you work
- Fun & engaging blended learning, inc. workshops, online resources, activities & coaching sessions
- Full tutor support throughout
- No financial cost or loan to repay

### **OPTIONAL BOLT-ONS (Additional cost)**

- Performance coaching & mentoring programmes for trainers & line managers
- Advanced negotiation & joint business planning programmes for account managers
- Company branded and personalised online sales academies for large teams

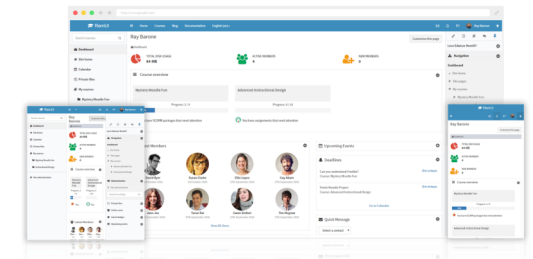


### **INTEGRATED WORK-BASED LEARNING**

Our industry leading approach to work based learning not only ensures that apprentices remain engaged throughout their programme, it also ensures that the knowledge and skills they develop are quickly applied within the workplace, embedding behaviours and generating improvements that deliver a rapid return on training investment.

### **ONLINE SALES ACADEMY**

Your entire learning programme will be supported and monitored via our online sales academy. This ensures apprentices have access to learning activities, resources and support whenever and wherever they need it, enabling off-the-job learning to be flexibly integrated with their day-to-day duties.



Research carried out by the National Apprenticeship Service shows:

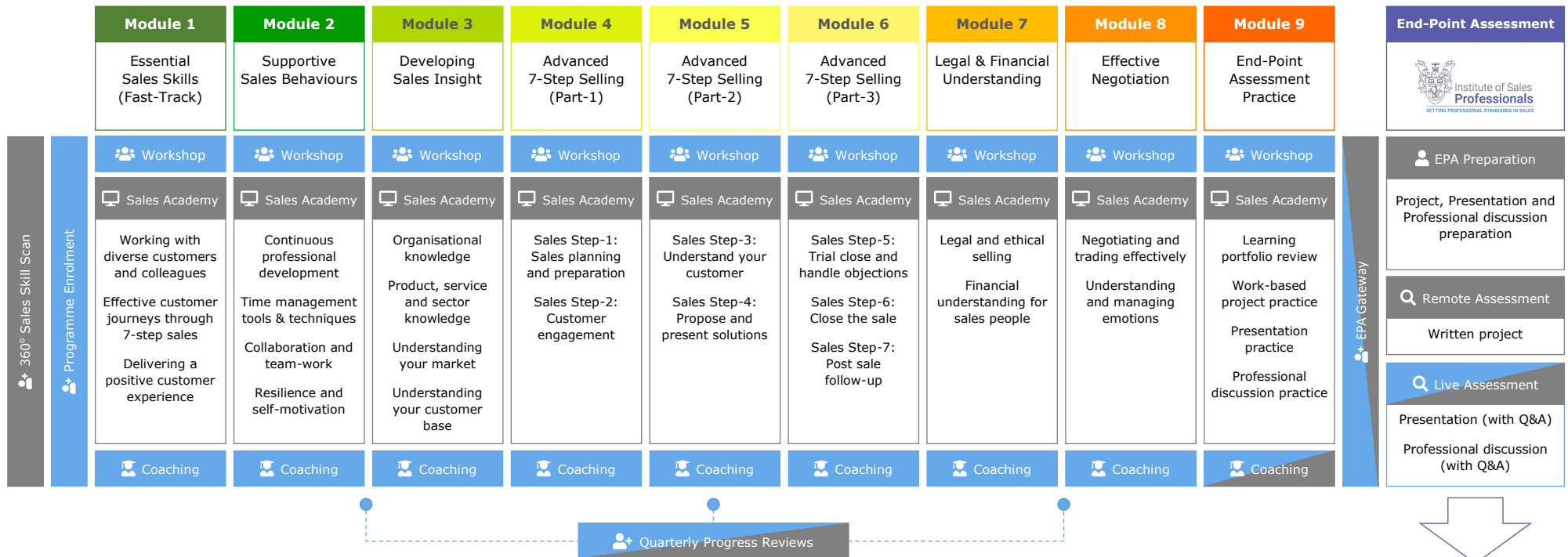
- **Apprentices boost profitability:** 78% of employers say productivity in their workplace improved as a result of apprenticeship training.
- **Apprenticeships increase staff retention:** 69% of employers say apprenticeship training improves staff retention, and 73% report it also improves morale.
- **Apprenticeships boost business:** 75% of employers say apprentices improve the quality of their product/service, and 67% report they improve their company image.

# Sales Executive Apprenticeship Programme

Total Programme  
15 months

Training  
12 months

Assessment  
3 months



- Face-to-Face Engagement
- Distance Learning, Remote Coaching and Support

