

# Introduction to **Level 4 Sales Executive**

Become a skilled Sales Executive with our Apprenticeship standard. Work with our highly experienced Trainers and Tutors, who all have extensive industry experience, to develop your knowledge and skills.

The Sales Executive Apprenticeship is suitable for those who retain and grow customer accounts, analyse customer needs and create solutions by selecting the appropriate services or products. A Sales Executive will develop customer relationships by establishing rapport, building trust and confidence, and by ensuring a positive customer experience.



## Entry Requirements

The entry requirement for this apprenticeship will be decided by each employer.

## Functional Skills

Apprentices who have not achieved an A\*-C GCSE (or equivalent) in mathematics and English GCSE are required to gain Functional Skills in English and mathematics at Level 2 as part of this apprenticeship.

## Apprenticeship in Brief



### Facts

- ◇ The programme is designed to develop the knowledge, skills and behaviours required to be an effective Sales Executive. We will support you in applying your knowledge and skill into your day-to-day work we will help to the impact that this has.
- ◇ Sales Executives operate in organisations of all sizes across all sectors and markets, including Technology, Media, Pharmaceutical, Recruitment, Fast Moving Consumer Goods, Utilities and the Automotive Sector.
- ◇ Typical job roles and job titles include Sales Consultant, Sales Specialist, Sales Advisor, Sales Representative, Business Development Executive, and Field Sales Executive.



### Funding

£6000



### Delivery Approach

There will be a mix of face-to-face interactions, as well as virtual and digital learning with ongoing support from your Tutor.



### Qualifications Gained

Level 4 Sales Executive Apprenticeship



### End Point Assessment

- ◇ Work-based project
- ◇ Presentation, including a sales pitch with Q&A
- ◇ Professional discussion supported by a portfolio of evidence

## What themes are involved in this standard?

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

# Apprenticeship Journey

## Time on programme

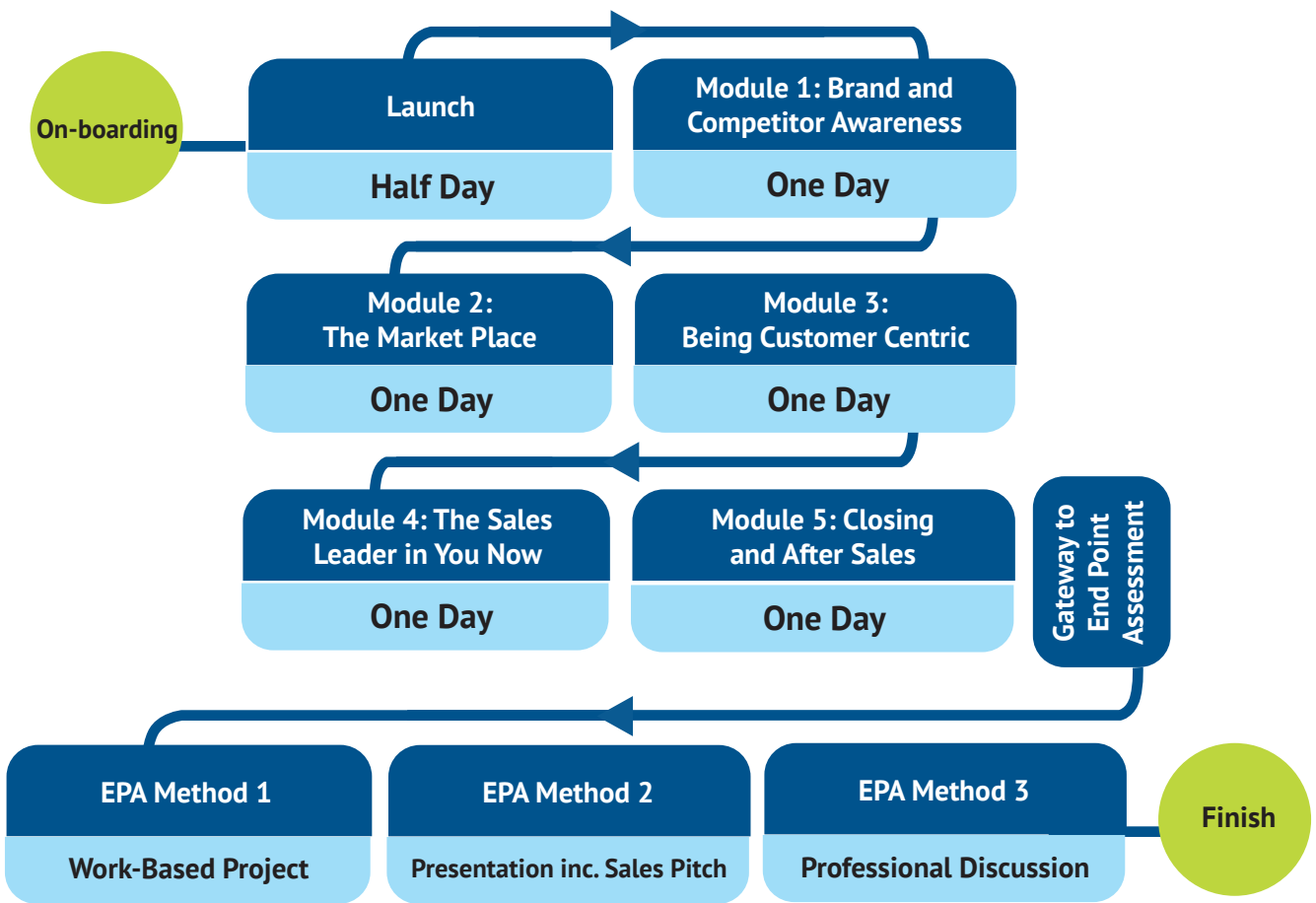
You will typically spend 18 months undertaking a detailed programme of learning and development managed by your employer and training provider. You will attend a series of training sessions with your Tutor and Trainer, which is classed as off-the-job training. You will also be trained whilst in the workplace by your employer, this is called on-the-job training.

## Gateway

Once your manager and tutor agree that you are ready for the end point assessment and you have achieved all required elements, you will progress through the gateway to undertake the end point assessment methods listed above.

## End-Point Assessment

This will typically last 2 – 3 months and will involve you completing each assessment method.



# Apprenticeship Grading

The final grade is based on the performance in both of the assessment methods and they carry equal weighting.

The available grades for this programme are **Fail, Pass and Distinction.**