

# SALES EXECUTIVE LEVEL 4

## APPRENTICESHIP STANDARD

This training programme is based on the Sales Executive Apprenticeship Standard, so it's important that you familiarise yourself with it and the knowledge, skills and behaviours that it covers. You can find a copy of the standard [here](#).

## HOW LONG DOES IT TAKE?

Typical training period of

**14 months**

followed by an End Point Assessment period of up to

**4 months**

## SUMMARY

**This training programme focuses on planning, end-to-end sales interaction and managing sales internally within a business. It enables learners to develop their understanding of the digital landscape and how to maximise digital solutions to gain a commercial advantage.**

It will cover fundamental stages of the sales cycle, including the retention and growth of existing accounts, business generation, qualifying opportunities and closing sales.

Delegates will also develop their skills to build customer relationships, establishing rapport and creating trust and confidence through demonstration of detailed product, competitor and market knowledge.

## WHAT DOES THE CONTENT LOOK LIKE?

- ▶ Sales planning and preparation
- ▶ Customer engagement
- ▶ Customer needs analysis
- ▶ Propose and present solutions
- ▶ Negotiation
- ▶ Closing sales
- ▶ Gathering intelligence
- ▶ Time management
- ▶ Collaboration and team-work
- ▶ Customer experience management
- ▶ Digital skills

## WHAT DOES IT INVOLVE?

To provide an immersive and varied experience, the learning journey is made up of various teaching and learning methods including:

- ▶ Practical and interactive workshops (these are typically delivered remotely)
- ▶ Set assignments & independent learning exercises
- ▶ Project work
- ▶ Self Guided Learning including Digital Workbooks
- ▶ Progress reviews with your dedicated Programme Lead
- ▶ Other methods such as flipped workshops, webinars and peer to peer learning, if and when relevant.

## ASSESSMENT & QUALIFICATIONS ACHIEVED

Regular on programme assessment including reports, presentations, project work, research assignments and the development of a portfolio of evidence.

**The End Point Assessment for this programme consists of three components:**

- ▶ Work-Based Project
- ▶ Presentation including a Sales Pitch with a Q&A
- ▶ Professional Discussion

On completion of the programme, learners will gain the Level 4 Sales Executive Apprenticeship Qualification.

