

# Sales Executive

## level 4



**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.

## Contents

- ▶ Sales planning and preparation
- ▶ Customer engagement
- ▶ Customer needs analysis
- ▶ Proposing and presenting solutions
- ▶ Negotiation and closing sales
- ▶ Gathering intelligence
- ▶ Time management, collaboration and team-work
- ▶ Customer experience management
- ▶ Digital skills

## Learning Journey

This training programme is based on the [Sales Executive Apprenticeship Standard](#).

To provide an **immersive and varied experience**, the learning journey is made up of various teaching and learning methods, including practical and interactive workshops, project work, group work, and self-guided learning. Other teaching methods, such as flipped workshops, webinars and peer-to-peer learning, will also be used, if and when relevant.

**Regular on-programme assessment** can include assignments, presentations, reports, independent learning exercises, and building a portfolio of evidence. Every learner will also have regular progress reviews with their programme lead.

The **End Point Assessment** for this programme consists of three components: a work-based project, a presentation (including a Sales Pitch with a Q&A), and a professional discussion.

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

Typical training period of

**14 months**

followed by an End Point  
Assessment period of up to

**4 months**