

# SALES EXECUTIVE

## LEVEL 4

### APPRENTICESHIP STANDARD

#### HOW LONG DOES IT TAKE?

The expected duration of the programme is

**14 months**

#### WHO WILL THIS PROGRAMME BENEFIT?

Anyone in a business who is working in either Business to Business or Business to Consumer markets with responsibility to sell a specific product, line or service.

The knowledge gained will allow delegates to plan their sales activities, lead the end-to-end sales interaction with the customer and manage their sales internally within their organisation. They will be responsible for retaining and growing a number of existing customer accounts, and generating new business by contacting prospective customers, qualifying opportunities and bringing the sales process to a mutually acceptable close.

#### WHAT DOES THE CONTENT LOOK LIKE?

Topics covered are mapped to the key knowledge, skills and behaviours set out within the Apprenticeship Standard, and will include:

- ▶ 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?

The programme will be 'built to fit' each client's needs, and will typically involve:

- ▶ Monthly workshops with our industry-expert Bauer Academy tutors
- ▶ Self-guided learning via our online platform – Apprentix – with extensive learning resources mapped to the programme
- ▶ Regular assignments that focus on developing hands-on skills
- ▶ Monthly and quarterly 1:1 professional coaching visits with an Academy Development Coach

#### ASSESSMENT AND QUALIFICATIONS ACHIEVED

Delegates will achieve an internationally-recognised Apprenticeship Standard level 4 level 4 and will also work towards achieving an industry qualification with the Association of Professional Sales (APS).

End point assessment involves creation of a portfolio, a brief professional interview and a presentation.

Delegates will be supported by our expert tutors and coaches every step of the way.

