



# Sales Executive (Level 4)

## Duration

**15-18 months (including EPA)**

Mix of face to face, online, workshops, webinars, coaching sessions and workplace learning.

## Entry requirements

GSCE/Level 2 in English and Mathematics.

Individual employers may set their selection criteria for their apprentices.

## Fees

Companies are able to offset costs for the course using the UK Government Apprenticeship Levy Scheme\*.

Levy Paying Organisation - **£300**

Apprenticeship Levy - **£6,000**

\*For levy and non-levy paying employer support, chat to our apprenticeship team.

## Qualifications included

- Sales Executive Level 4 apprenticeship
- Apprentices without Level 2 English and Maths will need to achieve this level prior to taking the end point assessment
- Achievement of the standard meets the eligibility requirements for Sales Certification at Level 4 with the Institute of Sales Professionals (ISP)

## Description

Sales Executives can work in either the Business to Business (B2B) or Business to Consumer (B2C) markets. They are responsible for the sale of specific product lines or services, and plan sales activities, lead the end-to-end sales interaction with the customer and manage sales internally within their organisation.

Responsible for retaining and growing a number of existing customer accounts, generating new business by contacting prospective customers, qualifying opportunities, and bringing the sales process to a mutually acceptable close.

Sales Executives understands their organisation's product(s) or service(s) in detail and, are experts at analysing customer needs and creating solutions by selecting appropriate product(s) or service(s), matching the features and benefits to the customer's requirements and needs.

Developing customer relationships by establishing rapport and building trust and confidence in their own and their organisation's capabilities through demonstration of detailed product knowledge, competitor knowledge and developing an understanding of the market in which they operate, and ensuring a positive customer experience.



**Contact Us**

01233 632111

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## We offer apprenticeship training to employers wishing to upskill their new or existing employees

### Ideal for

Sales Executives operate in organisations of all sizes across all sectors and markets, including

- Technology
- Media
- Pharmaceutical
- Recruitment
- Fast Moving Consumer Goods
- Utilities
- Automotive Sector

Typical job roles and job titles include

- Sales Consultant
- Sales Specialist
- Sales Advisor
- Sales Representative
- Business Development Executive
- Field Sales Executive.

### Benefits

- Ethics and integrity
- Proactivity
- Self-discipline
- Resilience and self-motivation
- Continuous professional development
- Present yourself as an ambassador for your employer's brand
- Proactively develop new and existing customer relationships
- Maintain integrity in all business relationships.
- Challenge unethical behaviour

### Course contents include

Apprentices will gain new knowledge and in areas including:

- Customer knowledge through analyse of the macro and micro environment of customers
- Customer purchasing motivations, challenges and impacts
- Principles of finance for sales, cost drivers, and discounts
- Setting effective sales targets and forecasts
- Growing account value and maximizing ROI
- Territory planning
- Interpretation of customer information
- Customer engagement styles
- Customer needs analysis
- Developing and presenting sales proposals
- Negotiation tactics
- Ethical techniques to close sales and purchase agreements
- Intelligence gathering
- Planning and leading sales conversations proactively
- Analysis of company's goals and plans
- Features and advantages of product, service and sector knowledge
- Market segmentation
- Digital tools and technology to aid sales cycles
- Time management principles
- Collaborating with stakeholders
- Customer experience management
- Ethics, integrity and self-discipline impacts



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