

LEVEL 4 – HIGHER APPRENTICESHIP STANDARD

Sales Executive



A Sales Executive is a salesperson working in either the Business to Business or Business to Consumer markets with responsibility to sell a specific product line or service. They 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. Typically, a Sales Executive will deal with a single point of contact for each sale and will present a pre-considered value proposition. The entire sales process may be completed during a single customer 'conversation', or over a series of interactions.

Who is this suitable for?

This course is designed for Sales Consultants, Sales Specialists, Sales Advisors, Sales Representatives, Business Development Executive, and Field Sales Executive. wishing to upskill and gain recognition for their skills and knowledge

End Point Assessment

- » Work-Based Project
- » Presentation, including a sales pitch, with Q&A
- » Professional Discussion supported by a portfolio of evidence
- » You will be required to have or achieve English and maths to level 2. English and maths tests prior to completion of your Apprenticeship.

What will apprentices learn?

This programme covers the following subject areas:

- » Organisations, Markets & Customers
- » Products, Services & Sectors
- » Commercial & Financial Acumen
- » Digital Knowledge
- » Sales Planning & Preparation
- » Customer Engagement
- » Customer Needs Analysis
- » Negotiating
- » Closing Sales

Progression

Completing this qualification will support progression to Level 4/5 qualifications including:

- » Level 4 Associate Project Manager Apprenticeship Standard
- » Level 5 Operations/Departmental Manager Apprenticeship Standard

Professional Recognition

Completion of this apprenticeship will lead to eligibility to join the Association of Professional Sales

20% off the job training

Off-The-Job (OTJ) Learning is a rule set by the ESFA which states that the apprentice should spend at least 20% of their apprenticeship learning and developing. This will benefit not only the learner but also the employer who should end up with a skilled, well-rounded employee by the end of the apprenticeship.

Find out more: www.geasontraining.co.uk/view-t-119

Learner Journey



Length of
Apprenticeship

ENROLMENT

- Sign Up
- Initial Assessments
- Skills Scan

BESPOKE PROGRAMME DELIVERY

- Learning for Knowledge, Skills & Behaviours
- Off-The-Job-Training
- Gathering Evidence towards Portfolio
- Projects
- Maths and English Functional Skills

END POINT ASSESSMENT (EPA)

- Dependant on Awarding body requirements



START TO STUDY

- Induction modules
- Diagnostics
- IAG

GATEWAY

- Meeting with apprentice, employer & trainer
- Sign off Portfolio
- EPA Ready

Training and Mentoring

Your Apprenticeship will last around 15-18 months. Geason will work with you and your employer to establish the timetable for your session.

Funding

This course qualifies to be funded using the Apprenticeship Levy, however, if your employer is not an Apprenticeship Levy payer, we have separate government funds available to help pay for the course. We have a dedicated team who will assist you to ensure you receive the maximum grants available.

Support and Guidance

We will give you information, advice and guidance so that you can get the most out of your Apprenticeship journey.

Geason will give you the skills to make the first few steps of your Apprenticeship journey as easy as possible.