

Apprenticeships

Find your inner Superhero

Sales Executive

Level 4



Overview

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.

A sales executive understands their organisation's products and / or services in detail and is an expert at analysing customer needs and creating solutions by selecting appropriate product and / or services, linking their features and benefits to the customer's requirements. A sales executive will develop 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 an understanding of the market in which they operate, and by ensuring a positive customer experience.

Benefits:

- Completion of this qualification meets the eligibility for Sales Certification at Level 4 with the Association of Professional Sales (APS)
- Stepping stone to a career within Sales / Business Development
- Knowledge Builder – helps understanding the knowledge and skills required to work successfully within Sales / Business Development
- Earn as you learn
- Government Recognised Qualification - equivalent to a BTEC

Modules Include:

- Organisational Knowledge
- Market Knowledge
- Customer Knowledge
- Commercial and financial acumen
- Digital knowledge
- Sales planning and preparation
- Customer Engagement
- Customer Needs analysis
- Propose and Prevent solutions
- Negotiation Skills
- Gathering Intelligence
- Customer Experience Management

These modules are all underpinned by a set of behaviours.

Length of programme:
18 months

End Point Assessment:

End Point Assessment or EPA as its known has been created to assess the knowledge, skills and behaviours gained throughout the qualification. EPA is conducted by an external independent body chosen by the employer. EPA offers the chance to showcase your skills and be awarded a grade that reflects your performance. For this qualification the EPA consists of the following:

- Work Based Project (completion of a project on a work-based subject of your choice, agreed by your assessor)
- A 30 minute presentation, including a sales pitch, with Questions and Answers (a 10 minute sales pitch of your choice, a 5 minute explanation of how you prepare for the sales pitch and 15 minutes Q & A around specific points of the pitch asked by the assessor)
- Professional Discussion supported by a portfolio of evidence (Throughout the training you will be required to keep evidence of your learning journey, evidence can include; individual learning and development plans, witness testimonies, written reports, sales pitches, client feedback, training logs, etc. A discussion will take place between you and the assessor on the portfolio of evidence and your learning journey)

