

Apprenticeships

Find your inner Superhero

Sales Executive - Level 4



Programme Overview

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.

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.

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



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Key Information

Qualification	Level 4 Sales Executive Apprenticeship - equivalent to a BTEC
Duration	This qualification typically takes 18 months
Entry Requirements	<p>The entry requirement for this apprenticeship will be decided by each employer, but may typically be five GCSEs at Grades 4-7.</p> <p>Apprentices without Maths and English will be required to complete Functional Skills at level 2 prior to taking the end point assessment.</p>
Role Suitability	Ideal for anyone in a salesperson role working in either the Business to Business or Business to Consumer markets with responsibility to sell a specific product line or service.
Key Responsibilities	Leading end-to-end sales interaction with customers and managing sales internally within an organisation.
Delivery	Blended approach of remote and face to face visits.
Assessment	<p>For this qualification the EPA consists of the following:</p> <ul style="list-style-type: none"> • Work Based Project • A 30 minute presentation, including a sales pitch, with Questions and Answers • Professional Discussion supported by a portfolio of evidence
Progression	Completion of this qualification meets the eligibility for Sales Certification at Level 4 with the Association of Professional Sales (APS)
Benefits	<ul style="list-style-type: none"> • 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

LEADS
PROSPECTS
CUST

Northern Training Academy are committed to ensuring employers and apprentices have everything they need before the programme begins.

Apprenticeship Support Team

Our dedicated support team provide monthly status updates for learners and line managers to highlight progression and engagement, with additional meeting support where necessary.

Learning and Development Coaches

An industry experienced and professional coach who will guide Apprentices through the programme.

With monthly visits, one- to-one calls, workshops and our e-portfolio delivery will ensure that Apprentices are meeting learning targets and professional development outcomes.

Programme Support:



Induction Support:

- On boarding and start of learner journey



On Programme Support:

- Regular 1-to-1 Progress Reviews
- Tuition from industry expert coach
- Learner Support and Engagement
- L2 Maths and English Support where required



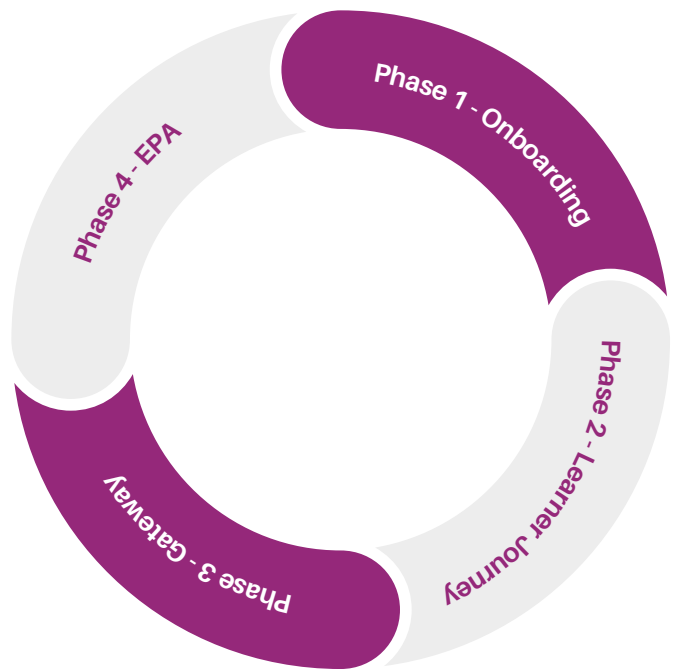
End Point Assessment Support:

- Gateway Review
- EPA Booking
- EPA Support





Programme Outline:



Off the Job Training:

- Planned tasks and research
- Further reading
- Session attendance
- Online learning
- Industry training and events



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