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APPRENTICESHIP

# SALES EXECUTIVE

The Sales Executive Level 4 Apprenticeship prepares individuals for a career in sales. This apprenticeship covers a range of topics, including sales strategy, sales planning, customer relationship management, negotiation, communication, and team management.

Upon completion of the apprenticeship, apprentices will have a deep understanding of sales and will be able to develop and implement effective sales strategies that meet the needs of their customers and their organisation. They will also be equipped with the skills and knowledge to manage the sales process, negotiate deals, manage customer relationships, and lead and motivate a sales team.

As a Sales Executive, they will have a crucial role in generating revenue for their organisation and building long-term relationships with customers. They will also be able to work independently, manage their own sales pipeline, and adapt to changing market conditions. With these skills, they will be able to progress to more senior roles within their organisation or pursue further training in sales or management.



**Level 4**



**£0 to £300**

*Maximum cost for non-levy employers and micro-businesses*



**18+ months**

*Approximate on-programme training  
(does not include EPA period)*



**£6,000**

*Maximum cost/funding for levy employers*



## Knowledge

- Organisational knowledge
- Product, service and sector knowledge
- Market knowledge
- Customer knowledge
- Commercial and financial acumen
- Digital knowledge



## Skills

- Sales planning and preparation
- Customer engagement
- Customer needs analysis
- Propose and present solutions
- Closing sales
- Gathering Intelligence
- Time management
- Collaboration and team work
- Customer experience management
- Digital skills
- Effective negotiation



## Behaviours

- Ethics and integrity
- Proactivity
- Self-discipline
- Resilience and self-motivation
- Continuous professional development

## ENROLMENT TIMELINE

- 01 Complete the online skills scan
- 02 Accept the Team's invitation to an induction session
- 03 Register in Bud (photo evidence of ID required)
- 04 Complete initial assessments (Functional Skills)
- 05 Attend enrolment session
- 06 Sign enrolment forms

CONGRATULATIONS YOU ARE NOW ON THE PROGRAMME

# SALES EXECUTIVE ROADMAP

Modules are delivered holistically through-out the programme.

22+ months

18+ months

4+ months

| Module 1   | Module 2  | Module 3   | Module 4  | Module 5   | Module 6   | Module 7  | Module 8   | Module 9   | Module 10  | End-Point Assessment |   |
|--|---|--|---|--|--|---|--|--|--|----------------------|---|
| Apprenticeship Induction   | Organisational Knowledge  | Products, Services and the sector  | Understanding your customer   | Understanding the market                               | Emotional intelligence and resilience  | Customer needs & customer engagement  | Intelligence gathering and proactivity   | Sales planning   | End-Point Assessment Preparation   |                      |   |
| <b>INDUCTION</b>   | Online Masterclass  | Online Masterclass   | Online Masterclass  | Online Masterclass                                     | Online Masterclass   | Online Masterclass  | Online Masterclass   | Online Masterclass   | Online Masterclass   |                      | <ul style="list-style-type: none"> <li>Project writing</li> <li>Presentation preparation</li> <li>Professional discussion</li> <li>preparation</li> </ul> |
| <b>KSBs</b>  | <b>KSBs</b>   | <b>KSBs</b>  | <b>KSBs</b>   | <b>KSBs</b>  | <b>KSBs</b>  | <b>KSBs</b>   | <b>KSBs</b>  | <b>KSBs</b>  | <b>KSBs</b>  | <b>EPA GATEWAY</b>   |   |
| Preparing for your apprenticeship training<br>Professional development and CPD | What are the vision and values<br>What is strategy<br>Setting targets<br>Operational planning | Competitors<br>Legal and regulatory requirements<br>Data protection and GDPR | Micro and macro environment<br>The purchasing motivations of your customer<br>Internal and external factors that influence purchasing decisions | Market segmentation<br>Product and service positioning | What is emotional intelligence<br>Understanding your emotional triggers<br>Motivational theories<br>Understanding change | Questioning techniques<br>Active listening<br>Changing the sales conversation<br>Building rapport | Resources and methods to gather market intelligence<br>How to analyse market intelligence<br>How to plan and lead the sales conversation | Understanding return of investment<br>Territory planning<br>Using sales forecasts<br>Closing sales<br>Buying signals | Learning portfolio review<br>Work-based project prep.<br>Presentation practice<br>Professional discussion practice |                      | <b>REMOTE ASSESSMENT</b><br>Written project   |
| 1-2-1 tutor review   | 1-2-1 tutor review  | 1-2-1 tutor review   | 1-2-1 tutor review  | 1-2-1 tutor review                                     | 1-2-1 tutor review   | 1-2-1 tutor review  | 1-2-1 tutor review   | 1-2-1 tutor review   | 1-2-1 tutor review   |                      | <b>LIVE ASSESSMENT</b><br>Presentation (with Q&A)<br>Professional discussion (with Q&A)   |

Formal review every 8-12 weeks



0 - 6 months Functional Skills based on Prior Qualifications and Assessment results