



Apprenticeship Levy

Level 4: Sales Executive



Sales Executive – Level 4

- ✓ Programme Duration: Typically up to 18 Months
- ✓ Awarding Body: APS
- ✓ Total Classroom Days: 6
- ✓ Coaching Sessions: 5
- ✓ Online assessments
- ✓ Levy Funding: £6,000 per learner

The Sales Executive Level 4 apprenticeship is an 18 month programme. Delegates will attend workshops as well as completing online learning to build the skills and knowledge for a career in the sales industry

Level 4	Sales Executive Programme	Methodology	Days
Induction	Welcome & Programme Induction	Group Workshop	½ Day
Module 1	Sales Knowledge <ul style="list-style-type: none"> - Organisational Knowledge - Product, Service & Sector Knowledge - Market Knowledge - Customer Knowledge - Commercial & Financial Acumen - Digital Knowledge 	Group Workshop	1½ Days
Coaching 1	Group Coaching	Group Coaching	1 Day
Module 2	Sales Skills <ul style="list-style-type: none"> - Sales Planning & Preparation - Customer Engagement - Customer Needs Analysis - Purpose & Present Solutions - Negotiate - Closing Sales - Gathering Intelligence - Time Management - Collaboration & Team-Work - Customer Experience Management - Digital Skills 	Group Workshop	3 Days
Coaching 2	Group Coaching	Group Coaching	1 Day
Coaching 3	Group Coaching	Group Coaching	1 Day
Coaching 4	Group Coaching	Group Coaching	1 Day
Module 3	Professional Behaviours & Values <ul style="list-style-type: none"> - Ethics & Integrity - Proactivity - Self-Discipline - Resilience & Self-Motivation - Continuous Professional Development 	Group Workshop	1 Day
Coaching 5	Group Coaching	Group Coaching	1 Day

The final End Point Assessment (EPA) requires candidates to give a presentation to an assessment panel and answer questions on their work, and the completion of a work-based research project.