



# Apprenticeship Levy

Level 4: Sales Executive





## Sales Executive – Level 4

- ✓ Programme Duration: Typically up to 18 Months
- ✓ Awarding Body: APS
- ✓ Total Classroom Days: 8
- ✓ Coaching Sessions: 8
- ✓ Online assessments
- ✓ Levy Funding: £6,000 per learner

The Sales Executive Level 4 apprenticeship is an 15-18 month programme. Delegates will attend workshops as well as completing online E-learning Sales Modules to build the skills and knowledge for a career in the sales industry

Level 4	Sales Executive Programme	Methodology	Days
<b>Induction</b>	Welcome & Programme Induction	Group Workshop	1 Day
<b>Module 1</b>	Understanding the Relationship between your Organisation and your Customer <ul style="list-style-type: none"> <li>- Organisational Knowledge</li> <li>- Product, Service &amp; Sector Knowledge</li> <li>- Market Knowledge</li> <li>- Customer Knowledge</li> <li>- Presenting Commercial &amp; Financial Acumen</li> </ul>	Group Workshop	1 Day
<b>Coaching 1</b>	Group Coaching	Group Coaching	1 Day
<b>Module 2</b>	Commercial Sales Process – Part 1 <ul style="list-style-type: none"> <li>- Sales Planning &amp; Preparation</li> <li>- Customer Engagement</li> <li>- Customer Needs Analysis</li> <li>- Gathering Intelligence</li> <li>-</li> </ul>	Group Workshop	1 Day
<b>Coaching 2</b>	Group Coaching	Group Coaching	1 Day
<b>Module 3</b>	Commercial Sales Process – Part 2 <ul style="list-style-type: none"> <li>- Handling Objections &amp; Negotiation</li> <li>- Closing Sales</li> </ul>	Group Workshop	1 Day
<b>Coaching 3</b>	Group Coaching	Group Coaching	1 Day
<b>Module 4</b>	LinkedIn Lead Generation <ul style="list-style-type: none"> <li>- Employing Digital Skill in a Sales Environment</li> <li>- Using Digital Technology to aid the Sales Process</li> </ul>	Group Workshop	1 Day
<b>Coaching 4</b>	Group Coaching	Group Coaching	1 Day
<b>Module 5</b>	Delivering Sales Excellence <ul style="list-style-type: none"> <li>- Time Management</li> <li>- Collaboration &amp; Team-Work</li> <li>- Customer Experience and Relationship Management</li> </ul>	Group Workshop	1 Day
<b>Coaching 5</b>	Group Coaching	Group Coaching	1 Day
<b>Module 6</b>	Selling - A Professional Approach <ul style="list-style-type: none"> <li>- Ethics &amp; Integrity</li> <li>- Proactivity</li> <li>- Self-Discipline</li> </ul>	Group Workshop	1 Day





	<ul style="list-style-type: none"><li>- Resilience &amp; Self-Motivation</li><li>- Continuous Professional Development</li></ul>		
<b>Coaching 6</b>	Group Coaching	Group Coaching	1 Day
<b>Module 7</b>	Presenting for Sales <ul style="list-style-type: none"><li>- Propose &amp; Present Solutions</li></ul>	Group Workshop	1 Day
<b>Coaching 7</b>	Group Coaching	Group Coaching	1 Day
<b>EPA</b>	Group Coaching	Group Coaching	1 Day

**END POINT ASSESSMENT will include:**

- Work based project
- Presentation including a sales pitch
- Professional discussion supported by a portfolio of evidence & Q&A.
- Grading decision

