



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 a 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
Induction Month 1	Welcome & Programme Induction <ul style="list-style-type: none"> - Introduction to The Apprenticeship College - Introduction to the standard - Confirmation of starting points - Information on End Point Assessment (EPA) - Introduction to OneFile - Understand behavioural styles - Understand the importance of self-awareness 	Group Workshop	1 Day
Module 1 Month 2	Understanding the Relationship between your Organisation and your Customer <ul style="list-style-type: none"> - Organisational Knowledge - Product, Service & Sector Knowledge - Market Knowledge - Customer Knowledge - Presenting Commercial & Financial Acumen 	Group Workshop	1 Day
Blended Learning	Understanding your Market and Clients E-learning	Digital learning	1 hour
Coaching 1 Month 2	Group Coaching Tasks to complete towards knowledge, skills & behaviours	Group Coaching	1 Day
Module 2 Month 3	Commercial Sales Process – Part 1 <ul style="list-style-type: none"> - Sales Planning & Preparation - Customer Engagement - Customer Needs Analysis - Gathering Intelligence 	Group Workshop	1 Day
Blended Learning Month 3	Managing Customer Relations E-learning & Sales, Time and Territory Management E-learning	Digital learning	1 hour
Coaching 2 Month 4	Group Coaching Tasks to complete towards knowledge, skills & behaviours	Group Coaching	1 Day
Module 3 Month 5	Commercial Sales Process – Part 2 <ul style="list-style-type: none"> - Handling Objections & Negotiation - Closing Sales 	Group Workshop	1 Day
Blended learning Month 5	Closing Sales E-learning & Overcoming objections E-learning	Digital learning	1 hour
Coaching 3	Group Coaching	Group Coaching	1 Day



Month 6	Tasks to complete towards knowledge, skills & behaviours		
Module 4 Month 7	LinkedIn Lead Generation - Employing Digital Skill in a Sales Environment - Using Digital Technology to aid the Sales Process	Group Workshop	1 Day
Coaching 4 Month 7	Group Coaching Tasks to complete towards knowledge, skills & behaviours	Group Coaching	1 Day
Module 5 Month 8	Delivering Sales Excellence - Time Management - Collaboration & Team-Work - Customer Experience and Relationship Management	Group Workshop	1 Day
Coaching 5 Month 8	Group Coaching Tasks to complete towards knowledge, skills & behaviours	Group Coaching	1 Day
Module 6 Month 9	Selling - A Professional Approach - Ethics & Integrity - Proactivity - Self-Discipline - Resilience & Self-Motivation - Continuous Professional Development	Group Workshop	1 Day
Blended Learning	Selling features and benefits online learning	Digital learning	1 hour
Coaching 6 Month 9	Group Coaching Tasks to complete towards knowledge, skills and behaviours	Group Coaching	1 Day
Module 7 Month 10	Presenting for Sales (TBL) - Propose & Present Solutions	Group Workshop	1 Day
Blended Learning Month 10	Selling to Different Personality Types E-learning & Selling to Multiple Decision Makers E-learning	Digital learning Digital learning	1 hour 1 hour
Coaching 7 Month 11	Group Coaching Tasks to complete towards knowledge, skills & behaviours	Group Coaching	1 Day
EPA Month 12	Group Coaching Preparation for End Point Assessment (EPA)	Group Coaching	1 Day
Remote EPA support	Group Coaching – digital	Group Coaching	Half 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

