



the  
apprenticeship  
college

**SALES**

**EXECUTIVE L4**

a **quantet group** company



At The Apprenticeship College, we are all about the learner! We break the mould of apprenticeship programmes, each apprenticeship is designed to make a real difference through fun and innovative learning. We aim to build trusted partnerships with our clients and become a key part of your training delivery and enhance the performance and capabilities of your people.

# THE APPRENTICESHIP COLLEGE

**/// TRAINERS AND COACHING STAFF PLAN TEACHING CAREFULLY SO THAT APPRENTICES DEVELOP THEIR SKILLS IN A LOGICAL SEQUENCE. THEY MAKE ACTIVITIES INTERESTING AND STIMULATING SO THAT APPRENTICES CAN RECALL WHAT THEY HAVE LEARNED. /// OFSTED 2020**

We understand that employers have a choice in who they pick to deliver their apprenticeship training. That is why we provide a training experience that is different, memorable and impactful. We don't just use the same trainer to deliver an entire programme, but have different specialist trainers delivering our workshops because we feel our learners deserve the best. All of our trainers deliver commercial training and so our apprenticeship delivery is all of commercial quality.

Our apprenticeships are thematic. Our training is designed to improve personal effectiveness

and communication skills as well as developing technical skills needed to be a successful sales professional. This programme requires learners to complete a work based project, a presentation including a sales pitch and a professional discussion.

Theatre based learning forms a part of all of our programmes, the amount depends on the subject area. We use professional actors to deliver scenario based training. In a safe environment, learners are able to observe our actors recreate their world in front of their eyes and experience a real work situation with the purpose of developing your workforce.

There are a number of principles that guide and govern how we design and deliver learning. We take time up front to understand current capability and experience, and tailor the experience to meet the development needs of each individual on the programme.

The workshop experience will be delivered in a fun and creative way to build learner engagement, whilst also doing what it needs to do – building skills, knowledge and behaviours. The experiences will aim to meet all learning preferences, using a range of techniques – face to face sessions, live-virtual sessions, coaching and peer learning, to suit the topic, context and desired outcome. Every module, conversation and activity will aim to make a difference, have 'real-world' context and be immediately actionable back in the day job.

Learners are supported at every stage of their journey – we want individuals to feel they can ask the questions and seek the help they need to get the results they want.





**/// THEIR EXTRAORDINARY SET OF SKILLS, GREAT KNOWLEDGE AND GENERAL APPROACH OF MATTERS WAS SHOWN THROUGHOUT THE WHOLE SESSION, RESPECTING A LONG LIST OF REQUIREMENTS AND ALSO KEEPING IN MIND CURRENT SITUATIONS THAT IS AFFECTING EACH INDIVIDUAL - THEIR PROFESSIONALISM IS OUT OF THE BOX AND SPOT ON! 5\*\*\*\*\* ///** LEARNER

Effective sales people are essential to any business, whether that be business to business or consumer markets, their ability to sell is vital to success.

Being a great sales executive requires more than simply having the 'gift of the gab', they are responsible for retaining and growing client accounts, generating new business, pitching and presenting and closing deals to name just a few. They must have excellent product knowledge and understand the subtleties of how this will be of interest to each client's needs. A successful sales executive will keep on top of changes in the market they work in, stay aware of competitors and keep their clients informed and up to date.

Another key area is the financial aspect of a sales role, understanding the impacts of costs, revenue and the drivers of profitable performance.

In this apprenticeship, the focus is on delivering high impact training that will result in a high calibre professional who will

not only flourish in their job but also drive a success culture within their organisation.

The key skills to be developed in this apprenticeship programme include gaining financial & commercial acumen, enhancing sales through a digital strategy, delivering a positive customer experience and analysing the organisation's sales & marketing strategies. They will also be competent to gather market intelligence and use that data to present brilliant solutions.

Our apprenticeships are thematic. Our training is designed to understand how to develop and maintain the essential skills to deliver a sale from lead to completion

**/// I REALLY ENJOY THESE SESSIONS AND ALWAYS COME AWAY FEELING I HAVE LEARNED NEW SKILLS! ///**  
LEARNER

## COURSE SUMMARY

^ LEVEL:	4
£ LEVY VALUE:	£6,000
£ CO-FUNDED VALUE:	£300
👤 INDUCTION:	1
★ MASTERCLASSES:	1
🔧 WORKSHOPS:	8
⚙️ SKILLS COACHING:	COACHING SESSIONS & CONTINUOUS SUPPORT
⊕ SUPPLEMENTARY LEARNING:	ONLINE DIGITAL SESSIONS



# LEARNER JOURNEY



## WORKSHOPS

Every apprenticeship programme we deliver can be facilitated via a blended approach – face to face and/or live-virtual delivery.

Each workshop covers a specific topic area designed to build knowledge, develop key skills and behaviours needed to be an effective Sales Executive. Each workshop is designed carefully to enhance the capabilities of the learner and to be utilised as soon as they return to work.



## SKILLS COACHES

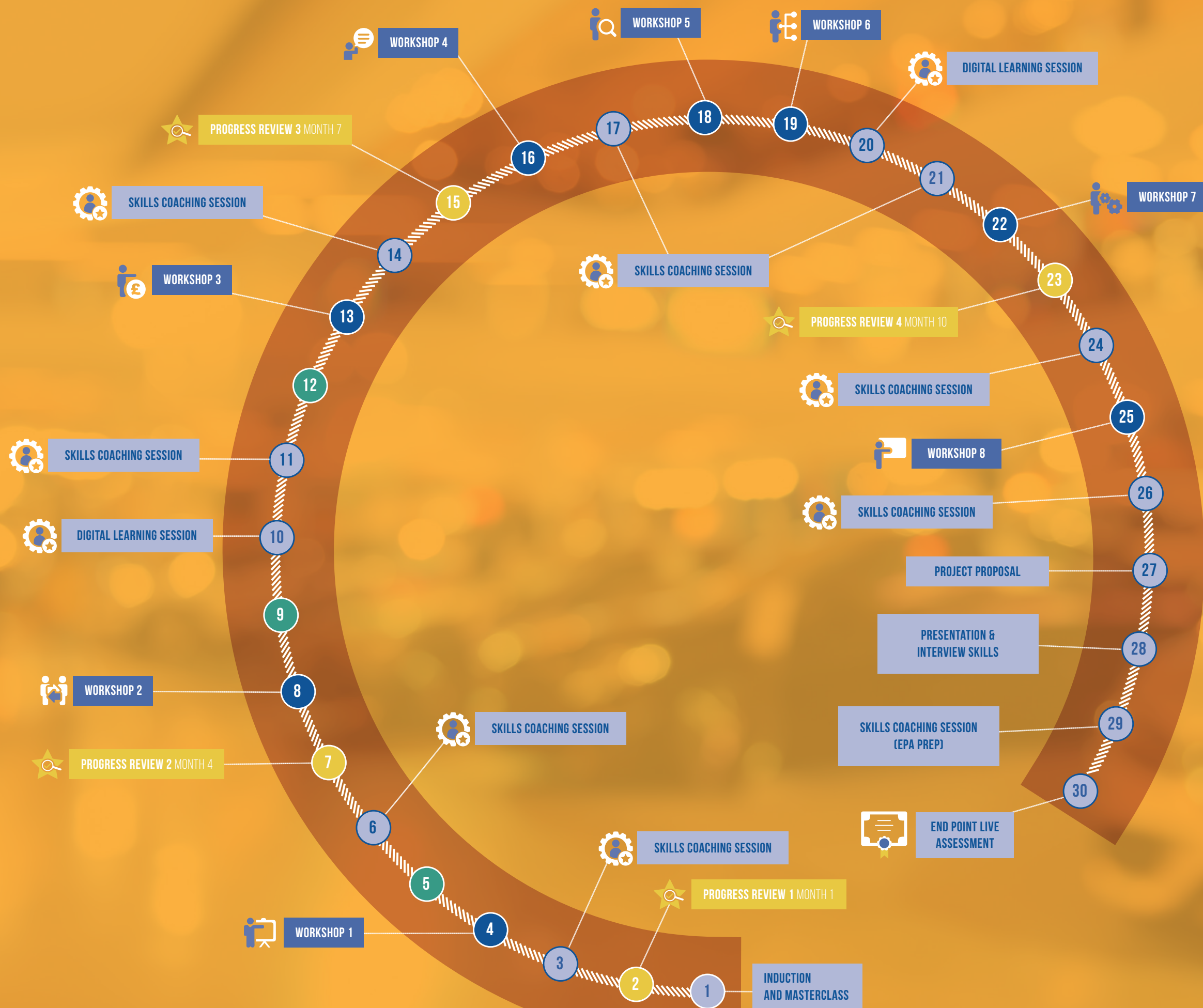
All of our learners are supported by a dedicated Skills Coach. They will support individuals through the learning journey, be there to answer any questions, assess all work produced and guide each learner to a successful outcome.



## FUNCTIONAL SKILLS

All government funded apprenticeship programmes require learners to achieve the appropriate standard of Maths and English. Learners will be supported by one of our Functional Skills Tutors who will ensure individuals are equipped to complete the English and Maths.

**NOTE:** Full titles and workshop descriptions can be found on the following pages







/// APPRENTICES UNDERSTAND HOW TO IMPROVE  
THEIR PRACTICAL AND WRITTEN WORK AND CAN USE IT  
CONFIDENTLY IN THEIR WORKPLACE /// OFSTED 2020

## INDUCTION

The first session introduces you to the programme in detail, giving an overview of each workshop. We demonstrate the online learning environment. This will begin your development journey by understanding and exploring learning styles.

## MASTERCLASS

This session on the first day of this programme will be delivered by a leading industry expert. This guest speaker will open the doors to the world of sales, getting the participants enthusiastic & excited in their role as a sales executive. This interactive session will be fantastic opportunity for someone to pick up some tips & tricks of the industry from a leading professional.

## WORKSHOP 1

### DYNAMIC SALES - PART 1

This workshop focusses on delivering a thorough knowledge on your organisation's vision, values and capabilities. It analyses your organisation's sales & marketing strategies and enables you to translate them into more effective plans. The legal, regulatory and ethical frameworks relating to your role are also covered.

## WORKSHOP 2

### DYNAMIC SALES - PART 2

This workshop focuses on the knowledge and skills to return-on-investment in line with your organisation's strategy. It is also a starting point to develop sales proposals and present it effectively to a customer thus translating the benefit of the solution for a specific solution. Market segmentation and how to target segments through effective product or service positioning is also covered.

## WORKSHOP 3

### IMPACTFUL CUSTOMER INTERACTIONS - PART 1

This workshop focusses on the tools & techniques to deliver a high-quality customer experience and to take proactive action to prevent and minimise customer concerns and complaints. It also delivers the knowledge to analyse macro and microenvironment of the individual customers along with the challenges and purchasing motivations of your customers.

## WORKSHOP 4

### THEATRE BASED LEARNING

### IMPACTFUL CUSTOMER INTERACTIONS - PART 2

This Theatre based workshop will bring to life the most effective skills required when communicating with customers. Actors will use bespoke scenarios to demonstrate (and later offer the learners a chance) a customer engagement style that effectively opens sales conversations, builds rapport, enhances customer relationships and adapts to different customer's social preferences.

## WORKSHOP 5

### FINANCIAL ACUMEN

This half day workshop focusses on the principles of finance for sales and appreciate the impacts of different types of costs on the business and the drivers of profitable performance.

## WORKSHOP 6

### EFFECTIVE RELATIONSHIP BUILDING

This workshop focusses on the key skills imperative to building effective relationships such as collaboration and teamwork. Sharing best practice and sharp time management are also areas that are covered thus enabling a business to continually improve

It also stresses how to collect, analyse and interpret market intelligence for the benefit of your organisation.

## WORKSHOP 7

### THEATRE BASED LEARNING

### NEGOTIATING & CLOSING SALES

This theatre-based workshop delivers skills to attune yourself to the verbal and non-verbal buying signals and move to close at an appropriate point in sales conversations. It enables you consider the customers' likely desired outcomes and negotiating stance.

The second part of this workshop focusses on the ability to effectively use digital tools to conduct research and target customers in line with the overall sales strategy.

## WORKSHOP 8

### COMPETENT SALES PROFESSIONAL

This workshop brings together all the knowledge and skills required of a high performing sales professional. Proactivity, self-discipline, and integrity will be explored as essential skills to develop new and existing customer relationships. Ways to be optimistic & professional in the face of rejection and build resilience in to quickly recover from set-backs will be an integral part of this workshop. It also gives you a deeper understanding of how to exploit digital tools to aid the sales cycle.



# YOU HAVE TO TAKE THE JOURNEY TO REACH THE DESTINATION

All of our development programmes, whether that be an apprenticeship, a shorter commercial course or a one day workshop are all designed to work together to deliver a development path for your workforce and their career aspirations.

The Apprenticeship College will develop a learning journey that achieves the expectations of the learner and the employer.

Starting with the Sales Executive programme develops knowledge, skills and behaviours that can set the foundation for building a rewarding and successful path as sales person. We understand that a career path is not linear, the good news is that there is an apprenticeship available to support individuals on whatever path they choose

Our learning offer covers a wide variety of knowledge, skills and behaviours and can cater for any level or job role in your business. Anyone from senior directors, mid-level managers, operations assistants or new employees can benefit from our commercial sessions.

They are designed to compliment our apprenticeship programmes too and can add value and dimension to the apprenticeship delivery. They can also be delivered as stand-alone workshops and support ongoing learning and development for your workforce.





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