



[find out more](#)



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



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		
INDUCTION	Online Masterclass	Online Masterclass	Online Masterclass	Online Masterclass	Online Masterclass	Online Masterclass	Online Masterclass	Online Masterclass	Online Masterclass	<ul style="list-style-type: none">• Project writing• Presentation preparation• Professional discussion• preparation	
KSBs	KSBs	KSBs	KSBs	KSBs	KSBs	KSBs	KSBs	KSBs	KSBs	EPA GATEWAY	
Preparing for your apprenticeship training Professional development and CPD	What are the vision and values What is strategy Setting targets Operational planning	Competitors Legal and regulatory requirements Data protection and GDPR	Micro and macro environment The purchasing motivations of your customer Internal and external factors that influence purchasing decisions	Market segmentation Product and service positioning	What is emotional intelligence Understanding your emotional triggers Motivational theories Understanding change	Questioning techniques Active listening Changing the sales conversation Building rapport	Resources and methods to gather market intelligence How to analyse market intelligence How to plan and lead the sales conversation	Understanding re-turn of investment Territory planning Using sales forecasts Closing sales Buying signals	Learning portfolio review Work-based project prep. Presentation practice Professional discussion practice		REMOTE ASSESSMENT Written project
											LIVE ASSESSMENT Presentation (with Q&A) Professional discussion (with Q&A)
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		

Formal review every 8-12 weeks

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

