



| APPRENTICESHIPS |

SALES EXECUTIVE

Leading end-to-end sales interactions with customers and managing sales internally within an organisation.

A Sales Executive is a salesperson working in either the Business to Business or Business to Consumer markets with responsibility to sell a specific product line or service. They plan their sales activities, lead the end-to-end sales interaction with the customer and manage their sales internally within their organisation. They will be responsible for retaining and growing several existing customer accounts, and generating new business by contacting prospective customers, qualifying opportunities and bringing the sales process to a mutually acceptable close.

Typically, a Sales Executive will deal with a single point of contact for each sale and will present a pre-considered value proposition. The entire sales process may be completed during a single customer 'conversation', or over a series of interactions.

You will develop knowledge and skills relating to commercial and financial acumen, sales planning and preparation, negotiation and closing sales.

The apprenticeship will also focus on key behaviours such as management of self, ethics and integrity, resilience and self- motivation.



LEVEL

4



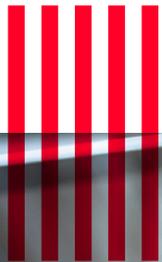
DURATION

18 MONTHS



COST

THERE ARE TWO MAIN FUNDING METHODS BY WHICH APPRENTICESHIP COSTS CAN BE COVERED: LEVY AND NON-LEVY





HOW WILL THE TRAINING BE DELIVERED?

This apprenticeship programme will focus on 3 areas of learning and development: Knowledge, Skills & Behaviours.

We have replicated what we have learnt on the pitch and applied it to the corporate world. We will embed our corporate athlete tactics, supporting your mental focus, physical capacity, emotional connectivity and aspirational alignment, allowing you to thrive in the most challenging circumstances.

HOME OR AWAY?

Delivery is within the workplace and at the home of your organisation, however you will be invited to masterclasses at our inspiring stadium or other similar sites, away.

It is expected that you will spend 20% of your contractual working hours undertaking learning and development. Reasonable time for training while at work should be given and may include reflection, mentoring and the development of new skills while at work.

HOW WILL I KNOW THE PROGRAMME IS RIGHT FOR ME OR MY COMPANY?

An advisor will discuss job roles, career aspirations and organisations' operational needs, to ensure the right level and programme is chosen. In addition, there will be an initial starting period of analysis, called a Flying Start, where advice and guidance may suggest a different learning path to excellence.

WILL THERE BE AN EXAM?

Yes, apprentices will be formally assessed at the end of their programme by an Independent Examiner. The assessment of competence will include several assessment methods, portfolio of evidence, work based project, presentation including a sales pitch and a professional discussion. The exams may be conducted at the workplace or at another location.

ENGLISH AND MATHEMATICS

If you don't already hold GCSE level A*- C or equivalent in either of these subjects, your programme will include teaching and examination of Level 2 Functional Skills.

You will be required to achieve a Level 2 to complete your apprenticeship.

THE NEXT STEPS

Learners can progress onto an Advanced or Higher Apprenticeship in a vocational expertise in Management.

Available courses:
Level 5 Management or Higher Education.



FURTHER READING

Government guides to apprenticeship:

www.gov.uk/topic/further-education-skills/apprenticeships

www.instituteforapprenticeships.org/apprenticeship-standards/

