

COURSE OVERVIEW

Sales Executive (Level 4)

Over **15-18 months**, the total cost of this apprenticeship programme is **£6,000**, or for non-levy payers, this is a maximum fee of 5% of the cost of training (**£300**) spread over the course duration.

- ▶ Analyse sales and marketing strategies and translate them into actions
- ▶ Develop an understanding the features and advantages of products and services
- ▶ Build and retain effective sales relationships
- ▶ Understand purchasing motivations
- ▶ Develop commercial and financial acumen
- ▶ Identify selling priorities across a portfolio
- ▶ Propose and present solutions
- ▶ Demonstrate negotiation and closing skills
- ▶ Use sales technology systems to obtain and analyse information
- ▶ Deliver a great customer experience

Entry Requirements:

Individual employers will set the entry criteria. This includes whether they will be required to achieve Level 2 English and Maths, prior to taking the end-point assessment.

This course is delivered through blended learning approaches to include classroom, virtual classroom, online technical training and through regular workplace projects and observations.

Structured group training usually takes place bi-weekly with a **1:1 coaching** session every **4-6 weeks**, unless an alternative approach and schedule is agreed with the employer.

Click [here](#) to see the corresponding Skills England page for this apprenticeship course.