

# Course Overview

## Sales Executive

Higher Apprenticeships (Level 4)



### The iSales way

*Designing and delivering innovative, high quality apprenticeship programmes and bespoke training courses that will provide the knowledge and skills that businesses want and need to grow. We are committed to sourcing for you the best local talent and or training your existing staff. With a vested interest in successful outcomes, it is our goal to deliver a clear ROI for every employee.*



### Duration and delivery method

Over 18 Months, the course is delivered through blended learning approaches to include monthly classroom and through regular workplace projects and observations. Programmes can be tailored or delivered in-house for 6 or more learners.



### Classroom Training

- Core business competencies and behaviours
  - Selling priorities across a portfolio
  - Qualify and assess Sales Leads
  - Communication and stakeholder engagement
  - Build and retain effective sales relationships
  - Sales presentations and demonstrations
  - Negotiating, handling objections and closing sales
  - Using sales technology systems, obtain and analyse sales related information
  - Monitor and evaluate information for sales planning
  - Promote ethical, legal and professional requirements and development
  - Personal effectiveness and self-awareness
  - Collaboration and teamwork
- + *Optional units in marketing, social selling, networking and problem solving*

### Who is this course for?

This training course is suitable for individuals working in a B2B or B2C sales role wishing to become experts in analysing customer needs and proposing relevant solutions utilising knowledge of market, competitors and products building trust and delivering an excellent customer experience. The programme is suitable for those working in, or hoping to work in, a variety of professional sales roles, either developing business, developing customer sales, or working with key accounts.

### Entry Requirements

Individual employers will set the selection criteria. Level 2 English and Maths must be achieved, prior to taking the end-point assessment.

### Professional Accreditation

Successful completion leads to an Apprenticeship Certificate issued by the EFSA and also leads to the achievement of the APS Level 4 Diploma in Executive Selling qualification.



### Talk to us to find out more

For information on our courses, government funding, levy or bespoke training solutions, contact us: **01923 606810** or email **info@isalesacademy.co.uk**