



Ryall Marketing is a marketing agency based in Hertfordshire, who provide essential marketing to help businesses grow, offering a range of both traditional and digital services to SME's.

Nicola, the company Director, wanted to upskill two employees; Simon, who had just joined Ryall Marketing straight from completing his A-levels and Chloe, who had been a part of the team for several years but was naturally transitioning into an account management role and needed to enhance her sales skills.

A Level 4 Sales Executive apprenticeship with iSales Academy was the perfect solution to enable both apprentices to increase their skill set and develop their sales acumen and further their career.

A cost-effective apprenticeship course.

iSales Academy helped Ryall Marketing to access the government funding they required for the Level 4 Sales Executive apprenticeship course. We then provided a clear roadmap, and carried out bespoke training sessions, to ensure Simon and Chloe could both:

- Understand key sales terminology
- Identify customer buying signals
- Pitch to clients with greater confidence
- Implement effective closing strategies in customer conversations
- Increase their company's portfolio of clients
- Cement their positions as invaluable salespeople at Ryall Marketing

Within the first 3 months of training on the Sales Executive course, Chloe's role was expanded from Digital Marketing with a promotion into an Account Manager role, taking her own clients.

Within 3 months, Simon had attended dozens of networking events as representative for Ryall Marketing and became a trusted salesperson with the company.

Increasing revenue, profit, and staff satisfaction

Simon and Chloe became the primary salespeople at Ryall Marketing after completing their Level 4 Sales Executive course. While they both previously had no sales experience, they soon used what they learned from iSales Academy to:

- Generate hot leads
- Close sales
- Improve customer satisfaction
- Boost revenue
- Increase profit

Both Chloe and Simon successfully completed their apprenticeship and became even more of an asset to the Ryall Marketing team than they previously had been.

What our client said:

“As an employer, it was important to me that my apprentices were placed in the safest of hands. Fortunately, there is no one better to learn from than the iSales Academy team. Simon & Chloe showed incredible growth and development, beyond what I could have hoped while on their apprenticeship. I cannot recommend iSales Academy strongly enough.” - Nicola Ryall, Director

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Talk to us about Apprenticeships

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