

Sales Executive (ST0572) Level 4 Apprenticeship

Overview

The Sales Executive apprenticeship is designed to equip learners with the skills, knowledge, and behaviours required to succeed in sales roles.

Throughout the programme, apprentices will learn how to sell products and services to both business-to-business and business-to-consumer markets, manage customer relationships, and drive sales success, preparing them for a successful career in sales.

Typical roles for the apprenticeship include Sales Advisor, Sales Consultant, Field Sales Executive, Outbound Telesales Executive, Business Development Manager and Account Manager.

Achievement of the standard meets the eligibility requirements for Sales Certification at Level 4 with the Institute of Sales Professionals (ISP).

The duration of the apprenticeship will be 21 months.

Course content

Apprentices will gain expertise in customer engagement, negotiation, sales strategy, and market intelligence. They will understand their organisation's vision, sales strategies, and market positioning, as well as product and sector knowledge to meet customer needs.

Apprentices will also learn to analyse customer behaviour, market segmentation, and financial principles like budgeting and profit. They will develop key professional behaviours, including ethical conduct, time management, adaptability, and communication, while using digital tools to optimise the sales cycle and enhance customer experience.

Entry requirements

Desirable: Grade 4 GCSE Maths and English.

What training is required in the workplace?

- Sales planning and preparation
- Customer engagement
- Customer needs analysis
- Propose and present solutions
- Negotiate
- Closing sales
- Gathering intelligence
- Time management
- Collaboration and team-work
- Customer experience management
- Digital skills

Assessment Methods

- Completion of a portfolio of evidence
- Completion of the off-the job learning components of the programme

End Point Assessment will consist of:

- Work based project
- Presentation, including a sales pitch, with questions and answers
- Professional discussion supported by a portfolio of evidence

Further study and career options

Career opportunities

- Sales consultant
- Account manager
- Business development executive
- Field sales executive

For more information, please visit here:

[Sales executive / Institute for Apprenticeships and Technical Education](#)

How to apply

Through the apprenticeship vacancy page of our website:

<https://bedfordcollegegroup.ac.uk/study/apprenticeships/apprenticeship-vacancies/>

and the national apprenticeship website:

<https://www.apprenticeships.gov.uk/>

You can email us at: apprenticeships@bedford.ac.uk or call 01234 291747