



**WISEORIGIN**  
C O L L E G E

# SALES EXECUTIVE APPRENTICESHIP

LEVEL 4



An Apprenticeship is a real job with training so they are a great way to continue your education whilst getting paid and pick up industry recognised qualifications as you go. As an apprentice, you will work alongside experienced staff, gain job-specific skills, earn a wage, and be given time to study towards recognised qualifications.

Work Based Learning, Done Right

A Sales Executive is a sales person 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 a number of 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.

A Sales Executive understands their organisation's product(s) or service(s) in detail, and is an expert at analysing customer needs and creating solutions by selecting appropriate product(s) or service(s), linking their features and benefits to the customer's requirements. A Sales Executive will develop customer relationships by establishing rapport and building trust and confidence in their own and their organisation's capabilities through demonstration of detailed product knowledge, competitor knowledge and an understanding of the market in which they operate, and by ensuring a positive customer experience.

## What are the entry requirements?

There are no specific academic entry requirements however, all applicants need to attend an interview with a recruitment officer and undertake an initial English and Maths assessment. The initial entry points for English and Maths are as follows:

For level 2 apprenticeships the minimum entry level for English and Maths is 'Entry level 3' (E3).

For all level 3 and 4 apprenticeships the minimum entry level for English and Maths is level 1, ideally level 2.

For all level 5 apprenticeships the minimum entry level for English and Maths is level 2 however, in some individual circumstances level 1 may be considered.

## Who is this Apprenticeship for?

Sales Executives operate in organisations of all sizes across all sectors and markets, including Technology, Media, Pharmaceutical, Recruitment, Fast Moving Consumer Goods, Utilities and the Automotive Sector. Typical job roles and job titles include Sales Consultant, Sales Specialist, Sales Advisor, Sales Representative, Business Development Executive, and Field Sales Executive.

## Knowledge, Skills & Behaviours:

**Knowledge:** Organisational knowledge, Product, service and sector knowledge, Market knowledge, Customer knowledge, Commercial and financial acumen, Digital knowledge.

**Skills:** 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

**Behaviours:** Ethics and integrity, Proactivity, Self-discipline, Resilience and self-motivation, Continuous professional development.

## Progression and career path:

Progression into a further apprenticeship or management/supervisor roles.

## Duration - 18 Months

**“Wise Origin College is the place to be if you want your ideal Apprenticeship”**

**National Delivery:** Delivery will be via a combination of classroom based training and training within the workplace.



## For further information and to apply:



[www.wiseorigincollege.com](http://www.wiseorigincollege.com)



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