

HIGHER SALES EXECUTIVE

COURSE SUMMARY

The L4 Sales Executive apprenticeship was created by major employers and the Institute of Sales Professionals and designed for graduates, school leavers and experienced but underinvested 'short chain' sales teams. It is ideal for both Business-to-Business and Business-to-Consumer markets.

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

To succeed in any sales environment, you need to be more than just a good listener and this apprenticeship aims to deliver the skills, knowledge and behaviours and enable a Sales Executive to develop positive customer relationships by establishing rapport and building trust with internal and external customers.

It's aim is to promote sound product knowledge, develop the general principles of negotiation and persuasion, help build a strong competitor knowledge and develop a better understanding of the market.

Ideally Sales Executives need to be tech savvy, passionate, goal driven and understand their organisation's product or service in detail. They need to be experts at analysing customer needs and create great client outcomes by tailoring their service, or product features and benefits to the bespoke needs of their clients and customers.



BENEFITS

BENEFITS FOR EMPLOYERS

Benefits for employers include:

- Delivered digitally by an experienced team of trainers using government funding.
- Develop improved communication and interpersonal skills
- Develop greater strategic thinking
- Improved internal customer focus
- Increased motivation for delegates
- Visible commitment and investment for delegates
- Helps with career progression planning

BENEFITS FOR LEARNERS Benefits for learners include:

- Improved knowledge, skills and behaviours to improve performance
- Help with career progression
- Increased job satisfaction
- Increased confidence
- Raised profile within your organisation
- Platform for further learning and progression
- Recorded workshops that fit in around your working pattern
- Connected learning tracked digitally by an online portfolio

COURSE CONTENT & KEY THEMES

The course has been designed to cover a minimum 22 of the key areas of knowledge, skills and behaviours required to be an effective customer service specialist.

KEY THEMES INCLUDE:

- Continuous professional development
- Time management
- Organisational, market & sector knowledge
- Customer knowledge
- Commercial acumen
- Customer experience management

- Propose & present solutions
- Sales planning & preparation
- Team working
- Ethics & integrity
- Negotiation & persuasion
- Overcoming objections



Of Employers felt that BPIF Training delivers training that is up-to-date, relevant and meets industry standards.

Of Apprentices felt that they received feedback that helped them to improve.





Of Apprentices would recommend BPIF Training to a friend.

> Of Employers would recommend BPIF Training to another employer.





COURSE SUPPORT

The course consists of the following support:

- Planned online workshops and regular formal reviews
- Bespoke programme to cater for slower and faster achieving learners
- One-to-one sessions to meet the needs of individual learners
- Specialist support for learners with special educational needs and/or disabilities
- Helps with career progression planning

- Telephone, email and video support
 5 days a week
- Access to the Virtual Learning Environment (VLE) - 7 days a week
- Access to the E-Portfolio System
 7 days a week
- Access to the Maths and English E-Learning System - 7 days a week
- Access to the BPIF Skills Hub E-Learning System - 7 days a week
- An assigned personal tutor