



# Sales Executive Apprenticeship Standard – Level 4



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.

## How will Apprentices learn?

Our Personal Training Advisors will deliver high-quality face-to-face teaching and learning at the employer's premises. They will provide all the resources your Apprentices will need to progress.

Our intuitive learner management system, OneFile will really bring the subject to life through our online resources. We provide real-time learner information so that you will always know what is being taught and how learners are progressing.

## What will Apprentices learn?

This Apprenticeship has been designed to develop existing and new skills and to equip Apprentices with the knowledge, skills and behaviours required to support them in their role.

Our Apprenticeships provide highly effective teaching and learning tailored to meet individual business needs and to provide job-specific skills vital for peak business performance.

## Duration

The minimum timeframe for this qualification is 15 months. End Point Assessment will follow teaching and learning period and is estimated to take 3 months.

## Maths and English functional skills

Apprentices will be required to have or achieve level two English and Maths.

## Off the job (OJT)

The apprentice must receive off-the-job training for a minimum of 20% of the time that they are paid to work.

There are many activities that can be calculated towards the OJT hours such as;

- **Shadowing a colleague**
- **Online learning**
- **Internal training**
- **Team Meetings**
- **Appraisal/1-2-1 visits**

The Sales Executive apprenticeship requires the development of following professional behaviours, knowledge and skills.

- **Market knowledge**
- **Customer knowledge**
- **Commercial and financial acumen**
- **Digital knowledge**
- **Sales planning and preparation**
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The full criteria can be viewed online by visiting;

[instituteofapprenticeships.org/apprenticeship-standards/sales-executive/](https://instituteofapprenticeships.org/apprenticeship-standards/sales-executive/)



# Sales Executive Knowledge, Skills & Behaviours - Level 4



Knowledge	
<b>Organisational knowledge</b>	Understand your organisation's vision, values and capabilities, the principle goals of its overall strategy, and the specific objectives of its marketing and sales strategies. Know how to analyse your organisation's sales and marketing strategies and objectives and translate them into plans and actions for your role.
<b>Product, service and sector knowledge</b>	Identify the features and advantages of the product(s) and/or services(s) you sell, understand how these meet customer needs, and examine how they compare to competitor's solutions. Understand the nature of your sector and the likely forthcoming changes to it. Understand the legal, regulatory and ethical frameworks relating to your sector and role.
<b>Market knowledge</b>	Understand how your market is segmented and how to target specific segments through effective product or service positioning.
<b>Customer knowledge</b>	Know how to analyse the macro and micro environment of individual customers. Understand the challenges and purchasing motivations of your customers and the internal and external factors that impact their purchasing decisions. Understand expectations of what constitutes a high-quality customer experience.
<b>Commercial and financial acumen</b>	Understand the principles of finance for sales, such as profit and loss, return on investment and budgeting. Appreciate the impacts of different types of costs on the business and the drivers of profitable performance. Understand the impact of any discount or variation in terms that you may offer.
<b>Digital knowledge</b>	Understands how to exploit digital technologies to aid the sales cycle.



# Sales Executive

## Knowledge, Skills & Behaviours - Level 4



Skills	
<b>Sales planning and preparation</b>	Set effective targets using sales forecasts. Prioritise customers and activities to grow account value and maximise return-on-investment in line with your organisation's strategy. Formulate or refine customer plans and objectives. Create efficient territory plans where appropriate.
<b>Customer engagement</b>	Effectively communicate and interpret customer information exchanged through written, verbal and non-verbal communication. Develop a customer engagement style that effectively opens sales conversations, builds rapport, enhances customer relationships, and adapts to different customer's social preferences.
<b>Customer needs analysis</b>	Be highly skilled at effective questioning and active listening techniques to understand the customer's needs, guide the sales conversation appropriately, create mutual understanding, and build trust and affinity with customers.
<b>Propose and present solutions</b>	Develop sales proposals and deliver them using a presentation style and technique appropriate for your customer. Present relevant products and/or services, explain features and their advantages, and clearly articulate the value and benefit of the solution for the specific customer. Use and adapt a range of techniques to draw-out and overcome common sales objections.
<b>Negotiate</b>	Research the customer's likely desired outcomes and negotiating stance. Develop responses to likely objections. Identify your own organisation's needs, such as minimum price and acceptable terms. Negotiate or trade variables effectively.
<b>Closing sales</b>	Be attuned to verbal and non-verbal buying-signals and move to close at an appropriate point in sales conversations. Develop ethical techniques to close sales and confirm customers' purchase agreement.
<b>Gathering intelligence</b>	Collect, analyse and interpret market intelligence and share it appropriately and effectively within your organisation.
<b>Time management</b>	Use and adapt appropriate tools and techniques to prioritise and manage your time effectively.
<b>Collaboration and team-work</b>	Contribute effectively within a team environment. Work collaboratively with both internal and external stakeholders. Manage communications with the cross-functional team in relation to the effective delivery of your sales, such as finance and service delivery. Support continual business improvement by sharing best practice with sales team colleagues and assist the marketing team to develop new marketing collateral.
<b>Customer experience management</b>	Deliver a positive customer experience. Manage customer enquiries and issues effectively. Take proactive action to prevent and minimise customer concerns and complaints. Handle all customer interactions professionally to the customer's satisfaction.
<b>Digital skills</b>	Effectively use digital tools to conduct research and target customers in line with the overall sales strategy. Able to deliver presentations and meetings using digital communication. Complete accurate records and process sales in accordance with your organisation's policies, procedures and digital CRM systems.
Professional Behaviours and Values	
<b>Ethics and integrity</b>	Present yourself as an ambassador for your employer's brand, and act in accordance with your organisation's values and code of conduct at all times. Maintain integrity in all business relationships. Challenge unethical behaviour.
<b>Proactivity</b>	Proactively develop new and existing customer relationships. Plan and lead sales conversations and make recommendations to support the customers' requirements. Proactively monitor the customer experience.
<b>Self-discipline</b>	Demonstrate the ability to control your actions, reactions and emotions.
	Remain calm under pressure and be aware of your personal impact on others.
<b>Resilience and self-motivation</b>	Demonstrate the ability to maintain optimism and professionalism in the face of rejection, quickly recover from setbacks, adapt well to change, and keep going in the face of adversity. Remain highly motivated to achieve both personal and professional goals.
<b>Continuous professional development</b>	Respond positively to coaching, guidance or instruction; demonstrate awareness and ownership of your continual professional development, and actively seek out development opportunities outside of formal learning situations.



## Sales Executive End Point Assessment – Level 4



The end point assessment will only commence once the Employer, Apprentice and Smart Training Advisor are confident that the apprentice has developed all the knowledge, skills and behaviours defined in the apprenticeship standard and that these are clearly evidenced through the progress review meetings and records. The independent end point assessment ensures that all Apprentices consistently achieve the industry set professional standard. The EPA can commence at any point once the apprentice is competent and after the twelve-month minimum period of learning and development. Prior to independent end point assessment the functional skills English and maths components of the apprenticeship must be successfully completed.

### What does the EPA comprise for this apprenticeship?

Work-Based Project	Presentation	Professional Discussion
The work-based project will be based on work the apprentice has carried out after the gateway. The EPAO will provide a list of topics for the work-based project for the apprentice to select from.	A 10 minute (+10% at the discretion of the independent assessor in order to provide scope for an apprentice to demonstrate their full abilities) presentation, plus a 15-minute (+ 10% again at the discretion of the independent assessor), question and answer session	A professional discussion between the apprentice and the independent assessor will also be used to ensure the apprentice has met the knowledge, skills, behaviour requirements of the standard.
Completion		
In order to pass the Apprenticeship it is necessary to pass each of the assessment areas. Should an Apprentice be unsuccessful in passing one assessment activity this can be retaken as soon as the apprentice is ready and when practicable for the business.		
Should they be unsuccessful on two or more of the assessments a period of further training and development lasting between one and three months must take place before a resit. For more information on grading criteria please refer to the Apprenticeship standard assessment plan by searching via <a href="https://findapprenticeshiptraining.esfa.bis.gov.uk/">https://findapprenticeshiptraining.esfa.bis.gov.uk/</a>		