

Sales Executive Level 4

Duration:
18 Months

Example job
roles:

Internal Sales
Account Manager
Branch Manager
External Sales
Sales Rep

SME
Contribution:
£300

Occupational Role Profile

A Sales Executive is a salesperson 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.

Delivery

The training is delivered using a blended approach with a mix of on site training and online sessions. Individuals work at their own pace with support from their trainer. Progress reviews are carried on a regular basis to ensure sufficient transparent progress is being made.

Core Knowledge & Skills: Core Behaviours:

Expert understanding of their products and services,
Understanding of market segmentation,
Understand cost of sale, P&L, ROI and buying drivers,
Utilising technology in sales,
Forecasting & sales planning,
Understand customer need analysis,
Be effective in prospecting, negotiating and closing sales.

Demonstrates resilience and accountability,
Is proactive when dealing with customer needs,
Is able to take criticism and overcome objections,
Adapts to scenarios quickly.

End Point Assessment

Upon successful completion of the training, the apprentice completes an independent assessment process carried out by a third party.

Benefits of the Programme

During the course, learners will gain skills to actively increase their revenue and profit margins.

Achievement of the standard meets the eligibility requirements for Sales Certification at Level 4 with the Association of Professional Sales.