

Sales Executive

Level 4

Duration: 18 months

Funding band: £6,000



What is the background to this programme?

Sales Executives operate in organisations of all sizes across all sectors and markets, and typical job roles and job titles include Sales Consultant, Sales Specialist, Sales Advisor, Sales Representative, Business Development Executive, and Field Sales Executive.

This programme provides the knowledge, skills and behaviours required to sell a specific product line or service. Apprentices will plan their sales activities, lead the end-to-end sales interaction with the customer and manage their sales internally. 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.

A Sales Executive understands their organisation's propositions in detail and will analyse customer needs and create solutions by selecting appropriate product(s) or service(s). They will link features and benefits to customer requirements and 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?

Individual employers will set the selection criteria for their Apprenticeships. Most candidates will have Level 3 Maths and English, ideally as part of 5 GCSE A-C grades. Other relevant or prior experience may also be considered as an alternative. Employers who recruit candidates without English or Maths at Grade C or above must ensure that the candidate achieves this standard prior to the completion of the Apprenticeship.

What is covered?

- Sales planning & preparation
- Customer engagement and needs analysis
- Proposing and presenting solutions
- Negotiating
- Closing sales
- Gathering intelligence
- Time management
- Collaboration and team-work
- Customer experience management
- Digital skills
- Ethics and integrity
- Proactivity
- Self-discipline
- Resilience and self-motivation
- Continuous professional development

What qualification is achieved?

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

Apply to start or ask for more information

Our team are here to help.

The quickest route is to email learning@davies-group.com

We look forward to chatting to you soon!



"I wholeheartedly recommend Davies Learning Solutions, my learning journey has been clear and supported and I passed first time – thank you!"

– Pelumi Ojo, Apprentice