

SALES EXECUTIVE

Level 4 Apprenticeship

Win and retain profitable business with our complete sales model.

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.

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.

Embedded sales certification at level 4 by:



Apprenticeship Level 4

Duration 15 + 4 months EPA

Funding £6000

Suitable for:

- ✓ Sales Executive, Sales Representative
- ✓ Sales Consultant, Sales Advisor
- ✓ Sales Specialist, Business Development Executive
- ✓ Field Sales Executive

Delegates will leave this programme able to:

- Understand your organisation's vision, values and capabilities
- Identify the features and advantages of the product(s) and/or services(s) you sell
- Understand how your market is segmented and how to target specific segments through effective product positioning
- Know how to analyse the macro and micro environment of individual customers
- Set effective targets using sales forecasts. Prioritise customers and activities to grow account value
- Effectively communicate and interpret customer information exchanged through written, verbal and non-verbal communication
- Be highly skilled at effective questioning and active listening techniques
- Develop sales proposals and deliver them using a presentation style and technique appropriate for your customer
- Research the customer's likely desired outcomes and negotiating stance. Develop responses to likely objections.
- Develop ethical techniques to close sales and confirm customers' purchase agreement.
- Proactively develop new and existing customer relationships.
- 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