

Sales Excellence

Level 4 Apprenticeship

Overview

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.

Delegates will be equipped to

- ✓ Meet targets, prioritise customers, and create territory and account plans aligned to organisational strategy
- ✪ Identify and contact new customers to generate leads and qualify sales opportunities
- ✓ Use questioning and active listening to understand customer requirements and buying motivations
- ✪ Develop and deliver tailored sales proposals that clearly link product or service features to customer needs
- ✓ Research customer objectives, handle objections, and negotiate terms to reach a mutually agreeable outcome
- ✪ Recognise buying signals and use ethical techniques to confirm purchase agreements
- ✓ Retain and grow existing customer accounts by building trust and delivering a positive experience
- ✪ Gather, analyse, and share insight on market trends, competitors, and customer environments
- ✓ Work cross-functionally with finance, marketing, and service delivery teams to support effective sales outcomes
- ✪ Use digital tools for research, customer engagement, presentations, and maintaining accurate sales records
- ✓ Understand the financial impact of pricing, discounts, and terms on profitability and apply this when making sales decisions
- ✪ Actively seek feedback, respond to coaching, and pursue development opportunities to improve sales performance



Apprenticeship Level 3

Duration 13 months + EPA

Max Funding - £6000

In person/remote delivery models are available
1:1 coaching sessions & group sessions
Triparte reviews throughout programme

Tack TMI Bespoke Apprenticeships are a solutions focused training provider governed by sector specialists. Our programmes are inspired by you and crafted by us.

Learning Journey



Additional Information

Programme Overview

This career-oriented pathway develops knowledge, skills and behaviours over a 13-month period.

- Know your organisation, market, products, and customers deeply, including competitor offerings, financial principles, and the legal and ethical frameworks of your sector
- Plan and lead end-to-end sales conversations, using strong questioning and listening skills to understand customer needs and present tailored solutions
- Negotiate, handle objections, and close sales effectively while managing the customer experience and maintaining accurate records using digital tools
- Act with integrity, stay resilient in the face of rejection, and take ownership of your own professional development

Onboarding Session

- Understand the programme's structure.
- Identify your starting point and create a plan.
- Seek advice and support.
- Begin your path to apprenticeship.

Support Throughout

Embark on your journey to EPA completion with the dedicated support of a professional Trainer, committed to developing your skills and knowledge. Experience structured growth with formal reviews in week 5, month 3 and 6 alongside your Trainer and line manager, ensuring you stay on track and succeed.

Functional Skills

If you are 16 to 19 and lack a Level 2 English and Maths qualification, you must complete the Level 2 Functional Skills for your apprenticeship.

If you are 19+, then this is optional

Development Sessions

Your apprenticeship includes 12 specific training sessions and 2 EPA prep sessions, building practical knowledge, skills, and behaviours.

Reviews occur in week 5, month 3, 6 and a Gateway review in month 8 with your trainer and line manager.

Gateway & EPA

You, along with your trainer or skills coach and your line manager, will come together to confirm that you are prepared for the End-Point Assessment (EPA).

- Observation of practice in the workplace
- Professional discussion supported by a portfolio of evidence