

Service To Sales

Level 2 Apprenticeship

Overview

The role of a Customer Service Practitioner with a sales pathway focus is to deliver high quality products and services to customers while developing commercial awareness and identifying sales opportunities. This is an entry-level position providing a solid foundation for a career in customer service and sales. This programme provides a clear pathway from customer service excellence into sales careers. The Customer Service Practitioner Level 2 apprenticeship is designed as a foundation-level entry route for those seeking to start their career in customer-facing roles with a progression path into sales.

Delegates will be equipped to

-  Understand the different needs and priorities of your customers and the best way to manage their expectations, recognising and knowing how to adapt style to be highly effective.
-  Know your organisation's core values and how they link to the service culture.
-  Know the appropriate legislation and regulatory requirements that affect your business.
-  Know how to use systems, equipment and technology to meet the needs of your customers.
-  Use a range of questioning skills, including listening and responding in a way that builds rapport, determines customer needs and expectations and achieves positive engagement and delivery.
-  Use an appropriate 'tone of voice' in all communications, including written and digital, that reflect the organisation's brand.
-  Use appropriate sign-posting or resolution to meet your customers needs and manage expectations.
-  Act on and seek feedback from others to develop or maintain personal service skills and knowledge.
-  Treat customers as individuals to provide a personalised customer service experience.
-  Uphold the organisations core values and service culture through your actions. Take ownership from the first contact and then take responsibility of the outcome.



Apprenticeship Level 2

Duration 8 months + End Point Assessment

Max Funding - £3500

Value added masterclasses:

- Communication Excellence
- Building Customer Rapport & Trust
- Commercial Awareness & Identifying Sales Opportunities

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

Onboarding

Welcome session
& Launch

Month 1

Your role & responsibility
Interpersonal skills & Self Development
Personal Organisation

Month 1

5 Week Participation
Review

Month 2

Understanding the organisation
Team working & Feedback
Product and service knowledge

Month 3

Meeting regulations & legislation
Equality – treating all customers as
individuals

Review

Triparte Progress
Review

Month 6

Revision
Knowledge test

Month 5

Systems
& Resources

Month 4

Customer experience
Communication, influencing and dealing
with customer conflict

Review

Triparte Progress
Review

Month 7

EPA Mapping &
Gateway Preperation

Month 8

EPA Mapping &
Gateway Preperation

Gateway

Programme Completion
& EPA Preperation



Additional Information

Programme Overview

This career-oriented pathway develops knowledge, skills and behaviours over an 8-month period.

- Know your customers, their needs, and your organisation's products, values, and policies
- Communicate effectively across all channels using the right tone, questioning, and listening skills
- Handle conflict and complaints with patience, empathy, and a focus on resolution
- Take ownership of your performance, present professionally, and continuously develop your skills

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 6 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