Sales Executive

Level 4 - 15 Month Apprenticeship Programme

EDUCATION WISE

OVERVIEW

The Level 4 Sales Executive apprenticeship develops the advanced skills and knowledge required to manage customer relationships, drive sales and deliver commercial success. It equips learners to operate as trusted sales professionals who understand customer needs and can deliver tailored solutions, while giving employers skilled staff who can grow revenue and strengthen business reputation.

The programme covers customer relationship management, sales processes, negotiation, lead generation, commercial awareness and delivering excellence. Learners also complete a structured sales project that provides practical experience of applying knowledge to real business challenges.

Key Features

- Builds advanced skills in sales strategy and customer engagement
- Strengthens knowledge of negotiation, lead generation and conversion
- Provides experience in delivering sales excellence and managing relationships
- Includes a real-world sales project to apply learning in practice

Module	Months	Topic
1	1–2	Learning Launch
2	2–4	The Relationship Between Your Organisation and Your Customer Base
3	4–6	The Evolution of the Commercial Sales Process
4	6–8	Selling: The Professional Approach
5	8–10	Lead Generation and Conversion in the New Normal
6	10–12	Delivering Sales Excellence
7	12-15	Sales Project
8	15	Progression and Preparation

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ABOUT THE APPRENTICESHIP

What you will learn

- Understanding organisational vision, strategy, and applying them to sales plans.
- Identifying product features, matching customer needs, and applying sector rules.
- Analysing market segments and positioning offerings effectively.
- Assessing customer environments, motivations, and experience expectations.
- Applying financial principles, including profit, ROI, costs, and terms.
- Using digital tools to enhance the sales cycle.
- Planning sales activity through targets, forecasting, and prioritising accounts.
- Engaging customers by communicating clearly and adapting style.
- Conducting needs analysis using questioning and active listening.
- Presenting solutions, handling objections, negotiating, and closing sales.
- Managing time, collaborating across teams, and maintaining professional behaviour.

Additional qualifications included

- Level 2 Maths and English if you do not already hold them.

How you will learn

A mixture of bi-weekly online sessions and face-to-face visits where required. You will have a dedicated tutor who is there to guide you through your training programme. As well as your tutor, you will have access to learning and support materials online to support you with your allocated off-the-job training each week.

Learner Journey

Once learners have completed their training and reached Gateway, they move on to the End-Point Assessment, which takes place over a three-month period. This includes a work-based project, a presentation, including a sales pitch, with questions and answers and a professional discussion supported by a portfolio of evidence. Learners who successfully complete the programme will achieve the Level 4 Sales Executive Apprenticeship.

End-Point-Assessment (EPA) - 3 Months Period

- Presentation with questions (30 minutes)
- Portfolio of evidence
- Professional Discussion (60 minutes)

Off-The-Job Training

Off-the-job is where you will need to log evidence of learning activities that fall outside of your normal working environment but is still classed as learning towards your apprenticeship. The number of hours you need to log throughout your apprenticeship will be discussed at enrolment.

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HOW LEARNERS ARE SUPPORTED

ONLINE PORTFOLIO
Learn on-the-go with your phone, tablet or laptop, anytime, anywhere and personalise your learning into bite-sized chunks.

FACE TO FACE MASTER-CLASSES
Join a dynamic group of learners for in-person sessions where you'll have the opportunity to interact with peers and experts, immersing yourself in a guided masterclass experience.



ASSESSMENTS
Assessments test your understanding and retention of learning, helping you enhance your recall and application of knowledge for a deeper grasp of concepts.

VIRTUAL WORKSHOPS
Engage in live group sessions with expert tutors, interactive discussions and peer collaboration for an exciting and enriching learning experience.

LEARNING FORUMS
Learn from and help your peers, discuss the learning, gain extra support, networking and hear different points of view.

SKILLS COACHING
Personalised guidance from industry specialists to achieve professional excellence

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