

SALES EXCELLENCE

Level 4 Apprenticeship

We personalise the learning experience and enhance knowledge and skills development.

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.

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



Apprenticeship Level 4

Duration 13 months + 4 month EPA

Max Funding - £6000

Value added masterclasses:

- Web chat training
- Prospecting
- Modern selling
- Difficult conversations
- Technical Communication
- Contingency Planning

Delegates will leave this programme able to:

- Prioritise customers and activities to grow account value and maximise return-on-investment in line with the organisational strategy. Formulate or refine customer plans and objectives
- Effectively communicate and interpret customer information exchanged through written, verbal and non-verbal communication. Develop a customer engagement style that effectively opens sales conversations, build rapport, enhance customer relationships, and adapt to different customer's social preferences
- Be highly skilled at effective questioning and active listening techniques to understand the customer's needs, guide the sales conversation appropriately and create mutual understanding
- Develop sales proposals and deliver them using a presentation style and technique appropriate for the customer. Use and adapt a range of techniques to draw-out and overcome common sales objections
- Research the customer's likely desired outcomes and negotiating stance. Negotiate or trade variables effectively
- Develop ethical techniques to close sales and confirm customers' purchase agreement
- Collect, analyse and interpret market intelligence and share it appropriately and effectively within the organisation
- Effectively use digital tools to conduct research and target customers in line with the overall sales strategy. Able to deliver presentations and meetings using digital communication