

# WE ARE HERE TO HELP APPRENTICES BEE WHAT THEY WANT TO BEE

## Sales Executive Apprenticeship

For more information on this apprenticeship standard, visit the [Institute for Apprenticeships](https://www.institute-for-apprenticeships.org.uk/).

### 1 The Apprenticeship

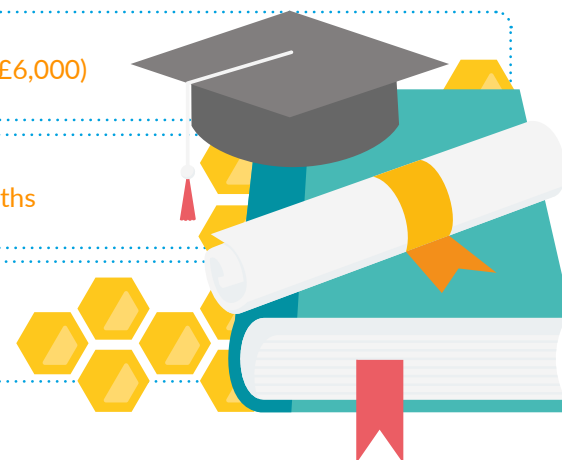
A Sales Executive is a salesperson working in either the Business to Business or Business to Consumer markets with a responsibility to sell a specific product line or service. They plan their sales activities, lead the end-to-end sales interaction with the customer and manage their sales internally within 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.

Funding Band: 9 (£6,000)

Duration: 18 months

Level: 4



### 3 On-the-job and Off-the-job training

This is where all the apprentice's training and development takes place. They will be busy making sure they have packed all the essential items to complete their journey. This may include a qualification if it is identified as a requirement in the standard.

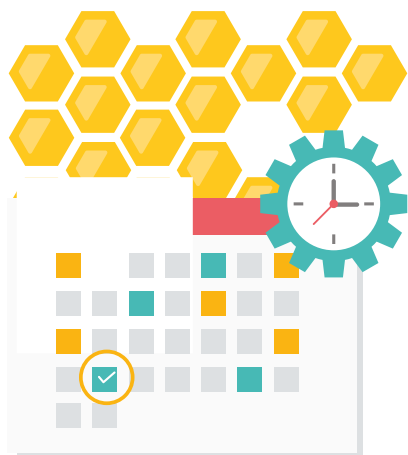
Formative assessment of skills, knowledge and behaviours is required in the delivery of the standard and this will be outlined in the assessment plan. Mathematics and English are required (level varies according to the standard).



### 2 Initial Assessment Plan

Employers will set their own entry requirements in order to start on this apprenticeship. This will include:

- Level 2 Award in Functional Skills English
- Level 2 Award in Functional Skills Mathematics



## 4 Gateway

In order to enter into this phase, the apprentice will need to have passed all the relevant knowledge, skill and behaviour criteria as set out in the apprenticeship standard. It will be the employer's decision to place an apprentice through End-Point Assessment.



In order to pass, the apprentice must have achieved:

- Level 2 Award in Functional Skills English and Mathematics

If all the above has been completed, employers can feel confident that they are putting forward apprentices who are in the best shape to pass their End-Point Assessment.

## 5 End-Point Assessment

The synoptic End-Point Assessment will consist of three components.



Work Based Project	Presentation (including sales pitch, with questions and answers)	Professional Discussion (supported by a Portfolio of Evidence)
<p>The 5,000-word work-based project will be based on work the apprentice has carried out after the gateway. The End-Point Assessment Organisation (EPAO) will provide a list of topics for the work-based project for the apprentice to select from. The topic/title will be, designed to allow the apprentice the opportunity to evidence all of the KSBs mapped to this assessment method. The list of topics/titles must be maintained by the EPAO to prevent predictability and must allow it to contribute to the employers business. The apprentice will have 10 weeks to complete the project.</p> <p><b>Fail/Pass/Distinction</b></p>	<p>A 10 minute (+10% at the discretion of the independent assessor in order to provide scope for an apprentice to demonstrate their full abilities) presentation, plus a 15-minute (+ 10% again at the discretion of the independent assessor), question and answer session. The independent assessor will provide a brief to the apprentice at the gateway to explain how the presentation should be structured whilst it must be delivered verbally, either face-to-face or via video conference, and may also include reference to physical material or digital content. Where content is referenced, copies of this must be provided to the independent assessor at least 2-weeks prior. The presentation should take place immediately prior to the professional discussion.</p> <p><b>Fail/Pass/Distinction</b></p>	<p>A professional discussion between the apprentice and the independent assessor will also be used to ensure the apprentice has met the knowledge, skills, behaviour requirements of the standard. The professional discussion will be informed by the portfolio of evidence that will be used by the independent assessor to inform their approach to the discussion, and by the apprentice as a source of evidence to help support their responses. The professional discussion should last for 50 minutes (+10% at the discretion of the independent assessor).</p> <p><b>Fail/Pass/Distinction</b></p>

## Grading

The apprenticeship can be given one of three grades: fail, pass or distinction.

Apprentices cannot achieve the apprenticeship without gaining at least a pass in every assessment element. Once the apprentice has achieved at least a pass in each assessment element the final grade can be calculated as follows:

Work Based Project	Presentation	Professional Discussion	GRADE
Pass	Pass	Pass	Pass
		Distinction	Pass
	Distinction	Pass	Pass
		Distinction	Pass
Distinction	Pass	Pass	Pass
		Distinction	Pass
	Distinction	Pass	Pass
		Distinction	Distinction



6

## Completion and Certification

Once the assessor verifies the elements of the standard and the apprentice has successfully completed all elements at the End-Point Assessment, TQUK will initiate the certificate process. Working with Education & Skills Funding Agency, we will ensure that apprentices receive their certificate in recognition of completing their apprenticeship.

7

## Occupational competence

In completing the Sales Executive apprenticeship standard, the apprentice will meet the eligibility requirements for Sales Certification at Level 4 with the Association of Professional Sales (APS).

