



# Sales Executive

Course Duration / 18 Months Level 4

Apprenticeship Standard

**Leading end-to-end sales interaction with customers and managing sales internally within an organisation.**

## Course 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.

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, and by **ensuring a positive customer experience**.



Education & Skills  
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## Contact Us

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# Sales Executive Course Content

## Knowledge

- \* Understand your organisation's vision, values and capabilities, the principle goals of its overall strategy, and the specific objectives of its marketing and sales strategies. Know how to analyse your organisation's sales and marketing strategies and objectives and translate them into plans and actions for your role.
- \* Understand how your market is segmented and how to target specific segments through effective product or service positioning.
- \* Understands how to exploit digital technologies to aid the sales cycle.
- \* Know how to analyse the macro and micro environment of individual customers. Understand the challenges and purchasing motivations of your customers and the internal and external factors that impact their purchasing decisions. Understand expectations of what constitutes a high-quality customer experience.

## Skills

- \* Set effective targets using sales forecasts. Prioritise customers and activities to grow account value and maximise return-on-investment in line with your organisation's strategy. Formulate or refine customer plans and objectives. Create efficient territory plans where appropriate.
- \* Be highly skilled at effective questioning and active listening techniques to understand the customer's needs, guide the sales conversation appropriately, create mutual understanding, and build trust and affinity with customers.
- \* Be attuned to verbal and non-verbal buying-signals and move to close at an appropriate point in sales conversations. Develop ethical techniques to close sales and confirm customers' purchase agreement.
- \* Use and adapt appropriate tools and techniques to prioritise and manage your time effectively.

## Behaviours

- \* Present yourself as an ambassador for your employer's brand, and act in accordance with your organisation's values and code of conduct at all times. Maintain integrity in all business relationships. Challenge unethical behaviour.
- \* Demonstrate the ability to control your actions, reactions and emotions.
- \* Remain calm under pressure and be aware of your personal impact on others.