

Advanced Apprenticeship in Sales & Telesales

This is the nationally recognised learning framework for experienced personnel working in a sales role.

The programme develops and recognises a broad range of sales skills – helping learners excel and providing a foundation for personal development and career progression.

Learners complete a ‘framework’ of individual qualifications in order to achieve their Apprenticeship.

- Programme duration: 52 weeks
- Vocational Skills are assessed through observation, discussion, workplace documentation, short answer questions and workbooks.
- Functional Skills are assessed through either paper-based or on-screen tests
- Apprentices are supported with a range of flexible learning resources and workshops

Framework element	Duration
Functional Skills in English and Mathematics Level 2*	Week 1–8
Level 3 NVQ Diploma in Sales	Week 9–52
Level 3 Certificate in Principles of Sales	Week 9–52
Personal Learning and Thinking Skills	Week 9–52

**Learners will be exempt from the equivalent Functional Skills qualification if they have achieved:*

GCSE in Maths or English (with enhanced functional content) at grade C or above at any time prior to starting the Apprenticeship

GCSE grade B/C or A-Level or AS-Level grade B/C/D/E in Maths or English before September 2012 and within 5 years of starting the Apprenticeship

GCSE grade A or A or A-Level or AS-Level grade A in Maths or English at any time prior to starting the Apprenticeship.*

Highlights

- Develops advanced workplace skills
- Structured onsite induction session for all learners
- Full support materials provided
- Assessed in the workplace by experienced assessors
- 90–120 minutes per week study & preparation time
- Must have employed status – at least 30 hours per week
- Funding available through the Skills Funding Agency – *subject to individual eligibility*

Progression

Successful learners may progress to an appropriate Level 4 qualification on completion.

NVQ Certificate & Diploma in Sales

The Level 3 NVQ Certificate and Diploma in Sales are designed for experienced people who work in a sales environment – either in sales roles or performing sales functions.

The qualifications are based on recognised occupational standards and are jointly certificated by Best Practice and Edexcel – the leading Awarding Organisation for vocational qualifications.

- Assessed through observation, discussion, testimony, workplace evidence and written questions.
- Supported by e.learning and optional in-company workshops
- Learners complete sufficient units to achieve the required number of credits

	Level 3 Certificate	Level 3 Diploma
Course duration	5 – 6 months	6 – 9 months
Total credits required	25 credits	37 credits
No. of units (typical)	8	10
Credits carried forward from Level 2	10 credits maximum	15 credits maximum
Mandatory units (6 credits)		
■ Negotiating, handling objections and closing sales (4)		
■ Complying with legal, regulatory and ethical requirements (2)		
Group B – Optional units		
■ Obtaining and analysing sales related information (4)	■ Obtaining and analysing competitor information (3)	
■ Buyer behaviour in sales situations (3)	■ Pricing for sales promotions (5)	
■ Preparing and delivering a sales presentation (4)	■ Preparing and implementing sales call plans (3)	
■ Assisting customers in obtaining finance for purchases (2)	■ Assessing customers' credit status (4)	
■ Communicating using digital marketing / sales channels (4)	■ Contributing to the development and launch of new products or services (4)	
Group C – Optional units		
■ Lead and manage meetings (4)	■ Organise the delivery of reliable customer service (6)	
■ Lead a sales or marketing team (4)	■ Managing the induction and probation of sales staff (4)	

Level 3

Highlights

- 60 – 90 minutes per week study & preparation time
- Assessed in the workplace by experienced assessors

Progression

Successful learners may progress to an NVQ Certificate or Diploma in Management.