

# Apprenticeship in Sales & Telesales

This is the nationally recognised learning framework for those working in a sales or telesales role.

The programme develops and recognises a broad range of sales skills – 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 1*	Week 1–8
Level 2 NVQ Certificate in Sales	Week 9–52
Level 2 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 E 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 essential 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 Advanced Apprenticeship on completion of the programme.

# NVQ Certificate & Diploma in Sales

The Level 2 NVQ Certificate and Diploma in Sales are designed for 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 worksheets
- Supported by e.learning and optional in-company workshops
- Learners complete sufficient units to achieve the required number of credits

	Level 2 Certificate	Level 2 Diploma
Course duration	3 – 6 months	6 – 9 months
Total credits required	22 credits	37 credits
No. of units (typical)	8	12

## Mandatory units (9 credits)

- Time planning in sales (2)
- Complying with legal, regulatory & ethical requirements (2)
- Deliver reliable customer service (5)

## Group B – Optional units

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|---|---|
| ■ Selling face to face (4)                                    | ■ Selling by telephone (inbound) (4)                  |
| ■ Selling by telephone (outbound) (4)                         | ■ Inputting and accessing sales or marketing data (2) |
| ■ Processing sales orders (2)                                 | ■ Preparing and delivering a sales demonstration (3)  |
| ■ Selling at exhibitions (5)                                  | ■ Monitoring sales deliveries (2)                     |
| ■ Supporting customers in obtaining finance for purchases (3) | ■ Generating and qualifying sales leads (2)           |
| ■ Meeting customers' after-sales needs (3)                    | ■ Manage personal development (4)                     |
| ■ Participate in meetings (2)                                 | ■ Communicate information and knowledge (3)           |

# Level 2

## Highlights

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

## Progression

Successful learners may progress to a Level 3 NVQ Certificate or Diploma in Sales.