



Sales Executive eLearning programme

aptem.co.uk/elearning



Sales Executive eLearning programme



Overview of the role: Leading sales interaction with customers and managing sales within an organisation.

Occupational Profile: 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. 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.

To view information on this Standard, please visit:
[www.instituteforapprenticeships.org/
apprenticeship-standards/early-years-educator/](http://www.instituteforapprenticeships.org/apprenticeship-standards/early-years-educator/)



Aptem eLearning Level 4 Sales Executive provides an end-to-end solution for training providers looking to benefit from the efficiencies gained through electronic learning and assessment.

Enjoy high quality blended learning mapped to the Standard and fully integrated and ready to deliver from within Aptem.

Aptem eLearning is mapped directly to the Knowledge, Skills and Behaviours (KSBs) of each apprenticeship Standard and is designed to support the 'On Programme Study' element of the apprenticeship journey, which includes:

1



eLearning

The learner completes each eLearning module, which provides a targeted learning piece against prescribed apprenticeship criteria.

2



Workbook Assessment

Once eLearning is complete, learners complete an assessment workbook designed to showcase knowledge retention and application.

3



Learning Journey Portfolio

Once both elements are complete learners are able to showcase learning and assessment against prescribed KSBs and use this as part of their end-point assessment.

Aptem eLearning enables:

- ✓ learners to progress with their developmental journey through their apprenticeship.
- ✓ trainers/assessors to provide structured programmes of learning and development.
- ✓ quality assurance teams to monitor development and progress against prescribed objectives.
- ✓ training managers to provide consistent, well-resourced training to clients.
- ✓ employers to provide effective staff development.

Aptem eLearning Level 4 Sales Executive

programme contains the following 15 modules:

- 1 Organisational Vision, Mission & Values
- 2 Business Strategy
- 3 Sales Planning, Monitoring & Reviewing
- 4 Understanding a Product or Service
- 5 Importance of Sector Intelligence
- 6 Legal, Regulatory & Ethical Frameworks
- 7 Customer Service
- 8 Different Types of Customer
- 9 Communication Skills
- 10 Sales Presentations
- 11 Negotiation and Closing Sales
- 12 Team Work
- 13 Utilise Digital Technologies to Maximise & Support Sales
- 14 Sales Finance (P&L, RoI & Budgeting)
- 15 Ensuring Profitable Performance



For more information, please contact us at info@mwstechnology.com or by calling 020 3758 8540