



For **new** or **existing** staff

Sales and Telesales Apprenticeship Level 3

Delivered by Gloucestershire College

The Sales and Telesales workforce is one of the largest professional groups in the UK today; there are also many more non-specialists for whom selling is an essential part of their job role, particularly within the four million small and medium sized enterprises in the UK.

A good salesperson helps customers to buy a product or service to meet their needs. As an apprentice you could find yourself working in a range of sectors. You may be, for example, a sales advisor in a retail store environment, or a membership advisor in a health and fitness club. This apprenticeship involves meeting people, building relationships, addressing challenges, being creative in offering solutions and thinking independently.

Delivery model and duration:

Workplace delivery

Duration: 18 months

Ideal for:

- Sales Consultants
- Sales Managers
- Telesales Professional
- Sales Person

The apprenticeship will cover the following core areas:

- Supervising sales staff
- Negotiating and closing sales
- Competitor activity
- Setting targets
- Building relationships with customers
- Sales and customer service
- Retaining sales relationships
- Processing sale

Benefits to business

- Excellent opportunity to upskill existing staff and manage succession planning
- Focused High Performing Sales Teams
- Increased profitability
- Increase staff retention and experience

Qualification:

BTEC L3 Certificate in Principles of Sales

BTEC L3 Certificate in Sales (NVQ)

» **Completers may want to progress to** Team Leader/Supervisor Apprenticeships Level 3 (Chartered Management Institute)

Entry Criteria:

- 2 GCSEs grades A-C or 9-4 including English and maths

Benefits for learners

- Build strategies for targeted sales
- Learn how to analyse performance data
- Lead and develop a high performing team
- Obtain a nationally recognised qualification



Why work with Gloucestershire College

We will work in partnership with you to help you achieve your business objectives by providing exceptional apprenticeship programmes, a comprehensive range of staff training and skills development courses and access to an unrivalled resource of motivated and work ready employees.

☎ 01452 563400

✉ business.hub@gloscol.ac.uk

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Components

- English, maths Functional Skills Level 2
- Employment Rights and Responsibilities
- Personal Learning and Thinking Skills

| Unit | Overview |
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| Negotiating, Handling Objections and Closing Sales | This unit aims to provide the skills to handle and overcome sales objections in order to be able to close the sale. |
| Complying with Legal, Regulatory and Ethical Requirements in a Sales or Marketing Role | This unit aims to support learners in understanding and adhering to organisational legal, regulatory and ethical requirements. |
| Obtaining and Analysing Sales-related Information | This unit aims to provide the knowledge and skills needed to obtain and analyse information that helps learners to understand the markets for products and/or services and the volume, mix and value of the products or services sold. |
| Buyer Behaviour in Sales Situations | This unit aims to provide the knowledge, understanding and skills necessary to enable the sales person to respond to different members of the decision-making unit, whether in consumer markets or organisational markets. |
| Pricing for Sales Promotions | This unit aims to provide the knowledge and skills necessary for designing and implementing price promotions, incentives or discounts in line with organisational pricing policies. |
| Monitoring and Managing Sales Team Performance | This unit aims to provide knowledge and skills for monitoring and managing the performance of a sales team. |
| Prioritising Information for Sales Planning | This unit aims to provide the knowledge, understanding and skills to ensure an organisation has a clear and up-to-date picture of its markets and can use appropriate information to support the development of sales strategies and plans. |
| Building and Retaining Sales Relationships | The unit is designed to enable the building of strong relationships with customers and understand customer's needs and expectations more clearly by working in partnership with them. |

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