

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

Sales and Telesales Apprenticeship Level 2

Delivered by Gloucestershire College

The Sales and Telesales workforce is one of the largest professional groups in the UK. In addition, there are many 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: 12 months

Ideal for:

- Trainee Sales Adviser
- Junior Sales Executive
- Telesales Operator

The apprenticeship will cover the following core areas:

- Selling face-to-face or on the telephone
- Processing sales orders
- Generating and qualifying sales leads
- Meeting after sales needs
- Building rapport with customers
- Describing product and service benefits
- Maintaining databases
- Maintaining knowledge of products/services

Benefits to business:

- Excellent opportunity to upskill existing staff and manage succession planning
- Excellent customer services and product knowledge to meet customer's needs
- Develop a team who will drive high sales
- Increase staff retention and experience

Qualification:

BTEC L2 Certificate in Principles of Sales

BTEC L2 Certificate in Sales (NVQ)

» **Completers may want to progress to
Sales and Telesales Apprenticeship Level 3**

Entry Criteria:

- GCSE grades A-D or 9-3 in English and Mathematics

Benefits for learners:

- Understand and apply the principles of sales
- Improve your techniques when selling
- Increase confidence and competence
- Attain 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

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Components:

- Functional Skills English and Mathematics at Level 1 (working towards Level 2)
- Employment Rights and Responsibilities

Unit	Overview
Time Planning in Sales	This unit aims to develop knowledge, understanding and skills in planning and evaluating time management in a sales role.
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 requirement.
Deliver Reliable Customer Service	This unit is about how the learner delivers consistent and reliable service to customers. As well as being good with people, the learner needs to work with their organisation's service systems to meet or exceed customer expectations. In the learner's job there will be many examples of how they combine their approach and behaviour with their organisation's systems. The learner will need to prepare for each transaction with a customer, deal with different types of customers in different circumstances and check that what they have done has met customer expectations. To meet this standard they have to deliver excellent customer service over and over again.
Selling Face-to-Face	This unit aims to develop the knowledge and skills of selling to customers face-to-face, overcoming objections and closing the sale.
Processing Sales Orders	The aim of this unit is to provide the skills and knowledge needed to process orders and payments.
Meeting Customers' After-sales Needs	This unit aims to provide the knowledge of how after-sales service is provided in a way that meets customer's needs.

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