



# Programme Overview

Sales Executive

Level 4

“If you are not taking care of your customer, your competitor will”

- Bob Hooley



## Standard for Sales Executive

A Sales Executive is a sales person 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.

### How much does the course cost?

This course costs £6000 which is paid for by the company. It is therefore of real benefit to you as an employee and to us as your employer!

You have the opportunity to complete this course for free! All we ask is that you are committed to the work required for the course and dedicate yourself to your learning programme

### What will I be learning as part of the standard?

Knowledge	What is required (through formal and learning applied according to business environment)
Organisational knowledge	Understand your organisation's vision, values and capabilities, the principle goals of its overall strategy, and the specific objectives of its marketing and sales strategies. Know how to analyse your organisation's sales and marketing strategies and objectives and translate them into plans and actions for your role.
Product, service and sector knowledge	Identify the features and advantages of the product(s) and/or services(s) you sell, understand how these meet customer needs, and examine how they compare to competitor's solutions. Understand the nature of your sector and the likely forthcoming changes to it. Understand the legal, regulatory and ethical frameworks relating to your sector and role.

Market knowledge	Understand how your market is segmented and how to target specific segments through effective product or service positioning.
Customer knowledge	Know how to analyse the macro and micro environment of individual customers. Understand the challenges and purchasing motivations of your customers and the internal and external factors that impact their purchasing decisions. Understand expectations of what constitutes a high-quality customer experience.
<b>Skills</b>	<b>What is required (acquired and demonstrated through continuous professional development)</b>
Sales planning and preparation	Set effective targets using sales forecasts. Prioritise customers and activities to grow account value and maximise return-on-investment in line with your organisation's strategy. Formulate or refine customer plans and objectives. Create efficient territory plans where appropriate.
Customer engagement	Effectively communicate and interpret customer information exchanged through written, verbal and non-verbal communication. Develop a customer engagement style that effectively opens sales conversations, builds rapport, enhances customer relationships, and adapts to different customer's social preferences.
Customer needs analysis	Be highly skilled at effective questioning and active listening techniques to understand the customer's needs, guide the sales conversation appropriately, create mutual understanding, and build trust and affinity with customers.
Propose and present solutions	Develop sales proposals and deliver them using a presentation style and technique appropriate for your customer. Present relevant products and/or services, explain features and their advantages, and clearly articulate the value and benefit of the solution for the specific customer. Use and adapt a range of techniques to draw-out and overcome common sales objections.
Negotiate	Identifies opportunities to improve HR performance and service; acts on them within the authority of their role. Supports implementation of HR changes/projects with the business.

Gathering intelligence	Collect, analyse and interpret market intelligence and share it appropriately and effectively within your organisation.
Time management	Use and adapt appropriate tools and techniques to prioritise and manage your time effectively.
<b>Behaviour</b>	<b>What is required (developed and exhibited in the workplace)</b>
Ethics and integrity	Present yourself as an ambassador for your employer's brand, and act in accordance with your organisation's values and code of conduct at all times. Maintain integrity in all business relationships. Challenge unethical behaviour.
Self-discipline	Demonstrate the ability to control your actions, reactions and emotions. Remain calm under pressure and be aware of your personal impact on others.
Resilience and self-motivation	Demonstrate the ability to maintain optimism and professionalism in the face of rejection, quickly recover from setbacks, adapt well to change, and keep going in the face of adversity. Remain highly motivated to achieve both personal and professional goals.

### How long will it take?

The standard takes 18 months with an integrated approach to the assessment of knowledge, skills and behaviours

We will cover the breadth and depth of the standard using on-programme assessment methods that integrate knowledge, skills and behavior components, and which ensure that you are sufficiently prepared to undertake your End Point Assessment.

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