

# Sales Executive Level 4



Training & Apprenticeships

## Overview:

The Level 4 Sales Executive apprenticeship Standard is designed for individuals who are looking to advance their career in sales and sales management.

This apprenticeship provides the skills, knowledge, and practical experience needed to manage complex sales processes, build lasting client relationships, and drive business growth.

The Standard covers a wide range of competencies including prospecting, negotiation, customer relationship management, and strategic selling.

The program is ideal for those aiming to become skilled sales professionals or move into management roles, with a focus on developing a high level of commercial acumen and a strong understanding of market dynamics.

Through this apprenticeship, learners will gain the expertise to meet and exceed sales targets, while demonstrating leadership in their professional field.

### Professional recognition:

Achievement of the Standard meets the eligibility requirements for Sales Certification at Level 4 with the Institute of Sales Professionals (ISP).



## What to expect from Linden:

- Bespoke content customised for your organisation and its goals.
- Support from a dedicated Trainer who will support with learning, skill competency and developing evidence. Always aiming for Distinction grade at EPA.
- Individual support and mentoring to make every apprenticeship a success.
- Access to our virtual learning environment.
- Live workshops delivered by specialist Trainers.
- Dedicated Account manager.
- Blended learning approach, distance and face to face visits from your trainer to suit the employer and learner needs.

## Key information:



Level:  
**Level 4**



Duration:  
**18 months**  
(Not including EPA period)



Format / Delivery:  
**Blended learning model**



Funding band:  
**£6,000**



Contextualisation available:  
**Yes**

### Entry requirements:

Apprentices who do not hold evidence of English/ maths qualifications at Level 2 or equivalent will be required to achieve these as part of the programme and prior to End Point Assessment.

### Relevant to:

Sales Advisor, Sales Executive, Business Development Executive.



# What is included in the Standard:

| Knowledge   | Skills & Practical Application   | Behaviours   |
|---|--|--|
| <ul style="list-style-type: none"> <li>• Organisational knowledge.</li> <li>• Product, service and sector knowledge.</li> <li>• Market knowledge.</li> <li>• Customer knowledge.</li> <li>• Commercial and financial acumen.</li> <li>• Digital knowledge.</li> </ul> | <ul style="list-style-type: none"> <li>• Sales planning and preparation.</li> <li>• Customer engagement.</li> <li>• Customer needs analysis.</li> <li>• Propose and present solutions.</li> <li>• Negotiate.</li> <li>• Closing sales.</li> <li>• Gathering intelligence.</li> <li>• Time management.</li> <li>• Collaboration and team-work.</li> <li>• Customer experience management.</li> <li>• Digital skills.</li> </ul> | <ul style="list-style-type: none"> <li>• Ethics and integrity.</li> <li>• Proactivity.</li> <li>• Self-discipline.</li> <li>• Resilience and self-motivation.</li> <li>• Continuous professional development.</li> </ul> |

**10,000+**

Empowering over 10,000 learners to achieve their apprenticeships since 2012.  
Your success, our mission.

**58%**

of all Apprentices achieved a Distinction pass at EPA across all Standards (22/23)

Employer reviews



**Excellent**

Apprentice reviews



**Good**



# Typical learner journey:

|   |   |   |  |
|---|---|---|--|
|    | <p><b>1. Enquiry / Consultation</b><br/>Prospective learners and employers begin their Linden journey with an exploration session to better understand goals and objectives.</p>  |    | <p><b>5. Learning journey commences</b><br/>With enrolment and induction completed, learners start their learning journey by engaging with regular session, workshops, projects, assignments and reviews, with full guidance and support from their dedicated Trainer.</p> |
|    | <p><b>2. Programme Introduction</b><br/>Learners are invited along with their line managers to an Introduction. This session provides a full programme overview, opportunity for Q&amp;A and agreement of next steps.</p>         |    | <p><b>6. EPA Prep and Gateway</b><br/>Learners prepare for their End Point Assessment (EPA) by reviewing key concepts and skills essential for demonstrating competency against the skills, knowledge and behaviours set out in the Standard.</p>                          |
|    | <p><b>3. Onboarding / Enrolment</b><br/>Learners are sent links to our online enrolment form, skills gap analysis and functional skills diagnostic assessments.</p>   |    | <p><b>7. End Point Assessment</b><br/>The End Point Assessment is the final evaluation where learners showcase their acquired skills, knowledge and behaviours.</p>  |
|  | <p><b>4. Induction</b><br/>Learners participate in a comprehensive induction with their dedicated Trainer. This session supports understanding of expectations and resources (including an introduction to the e- portfolio).</p> |  | <p><b>8. Achievement / Progression</b><br/>Upon successful completion of the EPA, learners celebrate their achievement and may progress to a higher level within the same sector or explore new pathways.</p>  |

## End Point Assessment:

The End Point Assessment consists of three elements, all of which may be completed online:

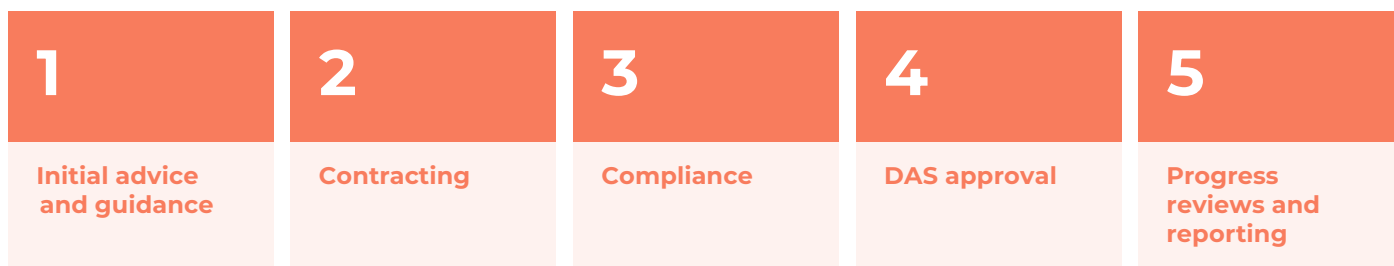
| Assessment method   | Areas assessed                  | Weighting   |
|---|---------------------------------|---|
| Work-based project  | Knowledge / Skills / Behaviours | All assessment methods are weighted equally in their contribution to the overall EPA grade. |
| Presentation, including a sales pitch, with questions and answers | Knowledge / Skills / Behaviours |   |
| Professional discussion supported by a portfolio of evidence      | Knowledge / Skills / Behaviours |   |



# Employer contracting:

All employers who want to utilise the Apprenticeship Levy or Co-investment model are required to contract with a ROATP approved provider and follow the Government approval process for onboarding new learners and securing funding for each apprenticeship Standard in the Digital Apprenticeship Service.

## 5 steps to employer contracting:



Discussions around apprenticeship intent and requirements of the Standard. Dedicated Linden account manager support from inception through to EPA.

Contract for services issued online for review and electronic signature.

Employer to complete Health & Safety compliance and provide Insurance Liability certification for the apprentices workplace.

Agreeing learners to enrol and approval on the Digital Apprenticeship Service.



Employers will be invited to attend progress reviews and receive updates throughout their apprentices journey.

## Progression options:

On completion of your apprenticeship you may choose to advance to a higher level within the same subject area or explore a completely new pathway.

|                             |                |
|-----------------------------|----------------|
| Customer Service Specialist | <b>Level 3</b> |
| Associate Project Manager   | <b>Level 4</b> |
| Operations Manager          | <b>Level 5</b> |

## What our learners have to say:



I want to say a big thank you for the wonderful support Linden gave me throughout my apprenticeship. Working with Linden was very easy, informative and fun.

Lisa



My Trainer has been great! I can't fault the training received. She makes everything really easy to understand.

Jane



## Contact us today:

For more information about Apprenticeships at Linden, call us on **0800 2980632** or visit our website at: **[lindenmanagement.org.uk](http://lindenmanagement.org.uk)**

