

Learner

CASE STUDY



Erin Kellet



Sales Executive



Thomas International



SALES EXECUTIVE LEVEL 4

Why did you decide to go ahead with the apprenticeship programme?

I hadn't heard of it before I joined Thomas International. It seems like a bonus to the role to learn alongside my role and get a qualification in sales. It feeds of what I am already doing and helps me develop.

What areas of development did you see the programme meeting for you within your role/responsibilities from where you started?

I have learnt a broad range of different skills in sales including handling objections and pitching and presenting to clients as it was not something that I had experience in. I was a bit nervous prior to this and it helped me develop in all aspects of the sales process. The programme also helped me understand buying signals, schedule next steps and ensure an opportunity closes.

What were your perceptions of doing an apprenticeship before starting on this journey?

Classical, I thought it was more labour skills and not a formal qualification. I didn't think it was a formal training programme that would be support me in my role.

How have these changed since starting the course?

I was briefed by the Pareto team before hand around what the programme was that was really useful. I wasn't aware that I could gain a qualification whilst I was working which is great.



What have been your biggest learning points from the course?

My biggest learning points would be the ability to engage with new clients and guide them on the journey from inception to close. I didn't ever have any knowledge of this prior so being able to close a sale and the negotiation skills training was great.

How would you describe your experience of doing this qualification?

Positive experience, I was worried that it would be a lot of more work than it has been. It has fit seamlessly within my role which I really appreciated. The evidence has been easy to gather and the training days have been very engaging. I have now completed all of my training courses.

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What impact has the course made on your development and career?

The programme enabled me to be able to learn a clear structure that I have applied within my role. The reviews with my skills coach also supported me to ensure I was on track to learn the new skills that was important for my role.

What impact has the course made to your confidence?

I was a bit nervous at the beginning so the programme really helped give me the tools and mentoring to carry out my role and learn on the side more effectively. I had a lot of access to learning and the training was relevant to my role so helped me develop and increase my confidence.

Having completed/once you complete the course, what is next for you?

I would like to progress within the business but am not sure exactly where yet due to the Covid -19 disruption.

What advice would you give to anyone else thinking of doing an apprenticeship?

I think it would be to appreciate what it is, because at first you just want to do your role. Make sure you do the work and don't let it build up because it doesn't take long and means you can keep on top of it and it integrates nicely within your role without it being too much of a big thing and it will make it much easier.