

# Learner

## CASE STUDY



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Sales Executive



Stanley Security



## SALES EXECUTIVE LEVEL 4

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

I really liked the idea that we weren't just being pushed into a role and had clarity around the training involved. It was great that it was structured and formalised.

### **What areas of development did you see the programme meeting for you, in the context of your role and its responsibilities?**

The sales fundamentals training really supported me in understanding different personalities. Most importantly it gave me the confidence to be able to communicate with my accounts and prospects. It was really relevant, which became apparent when I applied the techniques I learnt.

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

I thought an apprenticeship was an alternative to A levels and for someone who didn't want to pursue further education. So it's been a really interesting experience and has changed my preconceptions completely.

### **How have these changed?**

The Sales Executive apprenticeship and the training we go through is very closely aligned to the role that I am in – the qualification has transformed the way I see Apprenticeships.



#### **What have been your biggest learning points from the course?**

It has allowed me to develop new ways in communicating with clients. It is a big mental change as sales can be a rollercoaster but the skills you learn in the programme helped me a lot to become more resilient.

#### **What made the business choose to look at using apprenticeship programmes to support your staff development?**

Although we offer a range of varied training for our staff, we've never really offered anything that is a Nationally recognised sales qualification. The L4 Sales Executive Apprenticeship offered a great opportunity for accreditation. The fact that the programme is funded through the Apprenticeship Levy was a fantastic bonus.

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#### **How did you decide which people/areas of the business to focus on for apprenticeships?**

We assessed the training gaps across the departments. We looked at what Apprenticeships were available. Then with the guidance and experience of our fantastic L&D Manager, Nick Hancock, we instructed best-in-class training providers who were able to facilitate the training. In the case of the L4 Sales Executive Apprenticeship, Pareto Law.

#### **How has the delivery of the programme for your people compared to your expectations?**

There is no doubt with regards to Pareto's recruitment ability. So, we expected the same best-in-class delivery from their Training division. In the beginning there were challenges. What was great was Pareto welcomed feedback. We're now well on the way to designing and then executing a bespoke Stanley Security Sales Executive Apprenticeship.

#### **What impact has the business seen from the apprenticeship programmes undertaken so far?**

More employee engagement. Our staff feel invested in and feel as if they're working towards something that will without doubt benefit them in their career in sales wherever it may take them.

#### **What impact have you seen from individuals/commercially since starting the programme?**

The Grads that are part of our first Sales Executive Cohort, are mostly new to the world of sales. Unfortunately, Covid has slightly interrupted their progress through the programme. So, it is still early days for all of the delegates. That said, we can't wait to see them undertake the modules planned for them in the coming months and see them apply those newly acquired skills in their day-to-day roles. Exciting times.

#### **What advice would you give to any organisations considering using apprenticeships for new starters or existing staff upskilling?**

Just go for it. Also, when you map out the programme, be sure to get your Sales Managers in on the process from the start. If you keep them involved in the planning of the programme and then the delivery of any feedback it'll mean they're on side and can help each delegate on their journey to the End Point Assessment.