



# INTRODUCING PARETO'S NEW IT TECHNICAL SALES APPRENTICESHIP LEVEL 3

Over the last 22 years Pareto has successfully trained over 17,000 graduates in technical sales roles, and trained a further 100,000 sales professionals for leading tech businesses worldwide.

Our new IT Technical Sales Apprenticeship now empowers more businesses and their employees to benefit from our acclaimed sales training, which both meets and surpasses the requirements of this brand new government standard.

## Overview of Pareto's IT Technical Sales Apprenticeship Level 3

The primary role of an IT technical salesperson is obviously to sell a company's technical products and services. This requires an essential blend of outstanding sales skills and technical knowledge. To deliver a top quality solution for this new apprenticeship, Pareto's acclaimed sales training is now partnered with CompTIA's technical training (CompTIA are leaders in the IT training industry) to deliver this winning combination of technical and sales knowledge and skills.



**DURATION:** 13-15 MONTHS, with 80% of learning achieved on the job, for optimum productivity.



### WHO IT'S A GOOD FIT FOR:

This apprenticeship is suitable for people in, or aspiring to work in, the following roles at a trainee, executive or junior management level: IT or Technical Sales, Telesales and Telemarketing, Business Development, Customer Support, Account Management and more. The course can be tailored to suit employer business requirements, ensuring learners achieve their maximum potential and deliver the knowledge and skills their business needs. With 80% of learning on the job, this is a qualification designed for the busy IT and/or technical companies of today.



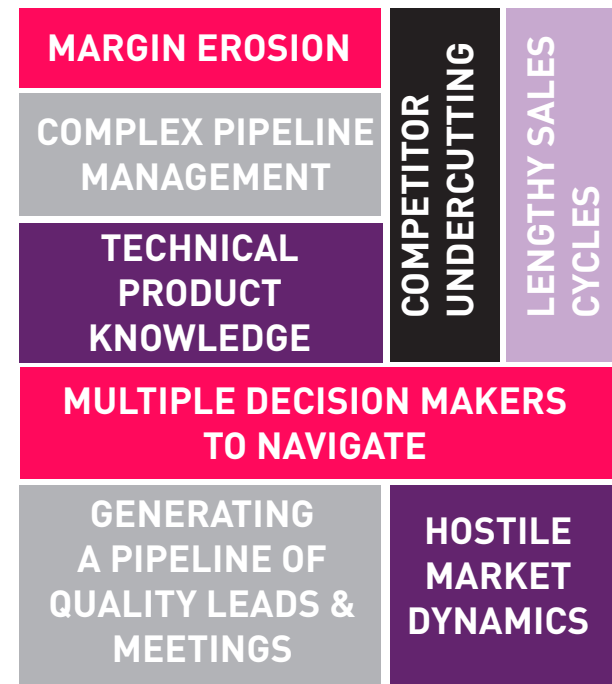
### WHAT ARE THE ENTRY REQUIREMENTS?

The new apprenticeships are open to a wide range of learners, giving employers the power to choose their apprentices as long as some very basic criteria are met.

The main requirements are that the learner is an EU citizen and has been living in the EU continuously for the last 3 years. There are also some stipulations around subject for university graduates. For further details contact Pareto to find out if your staff are eligible.



### CHALLENGES IN TECHNICAL SALES THAT THE LEVEL 3 ADDRESSES HEAD ON





Pareto's Technical Sales Apprenticeship is uniquely designed to deliver the core competency requirements in Communication, Customer Experience, Data Security, Problem Solving, Project Management, Legislation, Sales Process, Technical, Database and Campaign Management and Continuing Professional Development. Since 80% of the learning is undertaken on the job, relevance and productivity for employers is optimised. The Pareto IT Technical Salesperson Apprenticeship, Level 3, is a sound investment for any business reliant on technical sales skills for their sustained growth.

# IT TECHNICAL SALESPERSON

## LEVEL 3

**PARETO'S UNIQUE TRAINING SOLUTION ENABLES CLIENTS TO CUSTOMISE THEIR PROGRAM, AND IS DELIVERED THROUGH A BLEND OF TRAINING METHODOLOGIES, TO INCLUDE: CLASSROOM, DIGITAL eLEARNING, ONE TO ONE AND GROUP SESSIONS, WEBINARS AND TUTORIALS; ALL WITH ONGOING ASSESSMENT AND SUPPORT THROUGHOUT.**



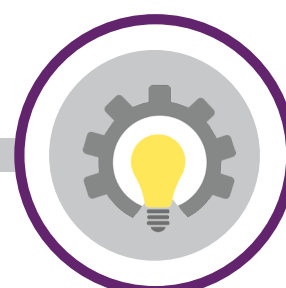
IT  
Fundamentals



Cloud  
Essentials



Know your Sector



Personal and  
Professional Development



Building Customer  
Relationships



Sales Communication  
Skills



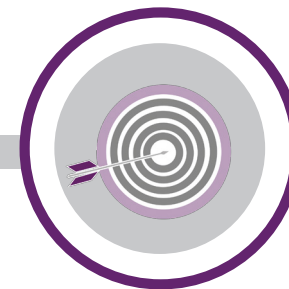
Personal  
Effectiveness



Sales Toolkit



The Principles of  
Project Management



Delivering the  
Solution